Douglas Shawn Kelshaw

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# Professional Summary

Innovative Sr. Product Designer with 10+ years of experience delivering 0-to-1 product design, enterprise UX, and AI-driven innovation across automotive, financial services, and enterprise technology. Creator of Vehicle Passport, a generative AI-powered mobility platform integrating Bluetooth LE Mesh, geospatial awareness, and predictive analytics to redefine trust in vehicle ownership and lifecycle management. Recognized by industry experts as a technically feasible, globally relevant solution to opacity in the automotive market. Skilled at translating ambiguous, emerging technologies into human-centered, scalable experiences across digital and physical domains.

# Selected Projects

## 🚗 **Vehicle Passport / PassKey — AI-Driven Product Innovation**

Founder Project, 2025 – Present

* Designing and developing a digital passport for vehicles addressing service history opacity, mileage tampering, and valuation uncertainty.
* Integrating Bluetooth LE Mesh networking to enable secure, peer-to-peer communication and data continuity across 300m+ ranges.
* Building generative AI-powered valuation dashboards and intent-matching features for buy/sell/trade interactions.
* Prototyping Apple native iOS-26 interfaces using Vibe Coding (Cursor, Windsurf, Claude Sonnet) with Liquid Glass UI.
* Applying human-centered design for flows, ethical AI decision points, and lifecycle forecasting.
* Validated by AI/ML expert Howard Lee as a globally relevant, technically feasible solution with expansion potential into insurance and finance.

## 💼 **Ernst & Young (EY) — Watson AI Conversational Platform**

UX Lead, 2022 – 2023

* Led UX for an AI chatbot serving 250,000+ professionals across 150 countries.
* Reduced approval workflow from 1 week to 2 days via structured conversational flows.
* Managed dual Figma systems inspired by IBM Carbon + Microsoft Fluent 2.
* Designed dozens of multi-modal conversational prototypes in VoiceFlow and Axure.
* Facilitated Design Thinking workshops to address intent modeling, bias mitigation, and cross-functional adoption.

## 🏦 **Wells Fargo — Payments & Transfers**

UX Architect, 2020 – 2021

* Delivered UX for credit card, payment, and money transfer platforms in highly regulated environments.
* Built proof-of-concept responsive solution for ACH transaction management.
* Mentored junior designers; led daily design sprints aligning product owners and engineers.

## 👜 **Dooney & Bourke — Responsive Redesign & Loyalty Strategy**

Lead UX Designer, 2015 – 2019

* Spearheaded a three-year responsive redesign for flagship eCommerce properties.
* Boosted user acquisition (+1.6%), reduced churn (–3%), and lifted conversion (+2%).
* Designed browse/shop funnels, registration processes, and loyalty rewards strategy (DooneyPay).
* Facilitated cross-functional workshops with stakeholders and offshore engineers.

## 📱 **AT&T — Enterprise UI Standards**

Lead UX Designer, 2017 – 2018

* Defined responsive data interface standards used across millions of monthly user sessions.
* Built interactive checkout funnel prototypes tested through formal usability and cognitive walkthroughs.
* Established scalable design practices within large-scale enterprise operations.

# Core Competencies

* 0-to-1 Product Design & Strategy
* AI-Enhanced UX & Conversational Interfaces
* Bluetooth LE Mesh & Peer-to-Peer Systems
* Human-Centered Research & Usability Testing
* Scalable Design Systems & Pattern Libraries
* Geospatial / Location-Aware UX Design
* Multi-Modal Prototyping (Figma, Axure, Voiceflow, SwiftUI, HTML/CSS/JS)
* Cross-Functional Workshop Facilitation
* Accessibility & Inclusive Design (WCAG 2.1)

# Education

Savannah College of Art & Design (SCAD) — B.A., Illustration | 1999

# Certifications

* Design Leadership Studio Skills Development — Jesse James Garrett (2024)
* Enterprise Design Thinking Practitioner — IBM
* Enterprise Design Thinking Team Essentials for AI — IBM
* Certified Scrum Product Owner (CSPO) — Scrum Alliance (expired)

# Tools & Technologies

* Figma • Axure • Adobe Creative Suite • VoiceFlow
* Vibe Coding • Cursor • Windsurf • Claude Sonnet • Xcode
* HTML/CSS/JavaScript • Git/GitHub
* FigJam • Miro • Jira • Confluence • Asana
* AI Tools (ChatGPT, Claude, Perplexity)