

# R. Shawn Williams

Senior Product/User Experience  
Consultant

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[Link to UX Samples](#)

**\*UX Portfolio available upon request.**

**An award-winning UX consultant with nearly 20 years experience in user-centered design for desktop, tablet and native mobile. Industry experience covers technology, government, travel, sports, politics, financial services, charity, non-profit, retail, transportation and logistics, intranet, consumer products, enterprise software solutions and most recently insurance.**

## PROFESSIONAL SUMMARY

Demonstrated leadership and accountability of cross-functional teams with the ability to work with individuals at all levels of an organization.

- Develop and execute Mobile app concepts, Mobile platform solution evaluation, User Experience, Information Architecture and User Interface design documentation/strategy for mobile and tablet applications.
- Mobile Content solution design; Mobile user experience design; Mobile device and User Acceptance Testing; and Mobile component integration.
- Nearly 20 years of client/ stakeholder interaction and managing full product life cycle.
- Provide UX recommendations based on user testing, usability reports, and mobile commerce research.
- Over 16 years of experience in Web development, production and graphic design in several software platforms including but not limited to; Adobe Creative Suite, Axure, and Sketch.
- Over 14 years of extensive experience with HTML, CSS, MS/Wordpress, Usability, and User Interface.
- Knowledge of the key directional trends and emerging technologies in the IT and UX industry.
- Facilitate workshops for Service Design and User Testing

## TECHNICAL SKILLS

**Development Environments:** Agile, Lean, Waterfall

**Languages:** CSS/XHTML/JavaScript/PHP/MySQL, HTML, X-Code, iPhone SDK, Interface Builder, and Android SDK

**Operating Systems:** Mac OS X, PC Operating Systems

**Database:** MySQL

**Tools:** Invision, Axure, Omnigraffle, Sketch, Android SDK, iOS SDK, CMS/Wordpress, Adobe Illustrator CC 2019, Adobe Photoshop CC 2019, Adobe InDesign CC 2019, Panic Coda, MS Excel/PowerPoint/MS Word

## EDUCATION

Master of Fine Arts (May – 2005)  
Specialization: Computer Arts/New Media  
Memphis College of Art (MCA)  
Memphis, TN

Bachelor of Arts in Art/Art Studio (May – 2003)  
Specialization: Graphic Design  
Minor Specialization: Digital Art  
Southern Illinois University Edwardsville (SIUE)  
Edwardsville, IL

## RECOGNITION

- 2014 Who's Who in Atlanta, 15th; Entrepreneurial Award
- 2013 White House Award for Innovation in Technology (Mobile App) (Suicide Prevention App)
- 2013 Speaker at Women in Interaction Conference (The Basics of User Experience, UX-101)

## PROFESSIONAL EXPERIENCE

### Lowe's Home Improvement - Senior Product Designer/Architect (8/2019 – Present)

- Produce High-Quality Design Artifacts
- Build and deliver consistent high-quality design artifacts including wireframes, concept sketches, pixel-perfect design comps, presentations and documentation.
- Comprehend complex business requirements and user stories.
- Produce, review, critique and influence the direction of the Design deliverables and direction of various projects across multiple platforms / suite of products.
- Work cross-functionally with other managers and lead to ensure the quality and consistency of the work.
- Stay on top of digital trends, emerging technologies and new tools to continually improve the team's position as experts in usability.
- Produce and deliver the design deliverables within multiple projects within a platform.
- Drive the tactical direction of the design experience on a project-by-project basis.
- Develop the presentation and delivery method to convey intent and obtain approval from stakeholders and business partners.

**Environment:** Adobe Creative Suite, Axure, Invision, Sharepoint, Sketch, Skype, Abstract, Jira

### State Farm - Digital UX Lead (11/2016 – 3/2019)

- **Provide design and tactical guidance for multi-disciplinary teams of Content Strategists, User Experience Architects, and User Experience Designers.**
- Advocate for user-centered designs that help drive efficient, effective, and engaging user experiences.
- **Serves as User-Centered Design (UCD) consultant and User Experience (UX) Design subject matter expert for a business area, product line or sector.**
- Works with various partners such as State Farm Digital UX Leadership, Business and Systems Analysts, and Strategic Resources UX Researchers to ensure the best use of company resources for digital work (e.g., Digital UX Design practitioners, technology and level of effort).
- Leverages established digital experience standards, style guides and pattern libraries to create consistent user experiences, and files deviation exception requests as necessary.
- Creates scalable site structures, user interface (UI) frameworks and navigation elements that improve usability and align with Business, IT and Experience Architectures and Aspirational Experience Strategy
- Creates visual assets and visual design comps that improve usability and align with defined interaction design patterns, Creative Direction and Aspirational Experience Strategy.
- **Promotes the continuous improvement of UCD processes, UX Design operational strategy, UI framework and digital experience standards, templates and artifacts.**

**Environment:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat Pro, Axure, Invision, Sharepoint, Sketch, Skype

## **Williams Consulting, LLC - Senior Product/User Experience Consultant (12/2011 – Present)**

- **Build/Prepare Proof of Concepts**
- Consult/Educate Clients on Mobile First Methodologies
- Facilitate Service Design Workshops
- Create Website design and branding solutions for multiple clients (30-40) including Non-Profit, Universities, Hospitals, Political, Retail, and Commercial. (See Client Partial list below)
- Provide cost-effective web solutions that coincide with client and organizational objectives for outreach leveraging social networking.
- Design HTML prototypes
- Providing Mobile Architecture and developing mobile process
- **Provide and present mockups and wireframe solutions based on client consultations and meetings.**
- Hire and manage consultants as needed.
- Create and develop marketing concepts and creative based on identified organizational needs and target audience research.
- Consult with clients on site as needed.
- Provide and sold design and marketing services, leveraging consultation meetings, presentations and networking.
- **Provide usability and user experience recommendations.**
- **Interact with developers to insure accuracy of user interface build.**

**Projects/Agencies:** Agilysis Hospitality Solutions, ADP, AT&T, BP, Dekalb Chamber of Commerce, Emory University, Home Depot, Firethorn Holdings, Jackie Joyner Kersee Foundation , Kevin Powell; Congressional Candidate, Pfizer Animal Health, Qualcomm, Recall Corporation, Sprite, St. Louis Language Immersion Schools, Virtusa, Worldpay

**Environment:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat Pro, Skype, Omnigraffle, Phone Gap

## **Brown Bag Marketing (Consultant) – User Experience Strategist (4/2011 – 10/2011)**

- **In partnership with Vice President of Operations and Technology, come up with long term strategy and process for mobile, tablet and web.**
- **Provides and presented mobile user experience recommendations, wireframe and sitemap solutions based on user analysis research and business requirements.**
- Created functionality and usability process
- Prepares requirements and capabilities documentation
- Gathered Client and Stakeholder based business requirements
- Researched heuristics data
- Designing mobile app user experience strategies
- Make recommendations on latest technologies to improve website and mobile app performance.
- Workflow Analysis based on User Testing
- Preparing front end development and communication with mobile developers

**Environment:** X-Code, iPhone Simulator, Interface Builder, Omnigraffle, Adobe Indesign CS5, Adobe Photoshop CS5, Adobe Illustrator CS5, Adobe Acrobat Pro

**Firethorn Holdings LLC, a Qualcomm Company –Mobile Human Factors Engineer (6/2010 – 4/2011)**

- Provided and presented mobile user experience recommendations, wireframe and sitemap solutions based on user analysis research and business requirements.
- Prepared research results and documentations for stakeholders.
- Provided revisions and update recommendations for SWAGG mobile app.
- Tested and researched User Experience challenges for various mobile devices and mobile browsers.
- Designed mobile app visuals and mobile user experience strategies
- Prepared streamlined sales demo mobile applications
- Made recommendations on latest technologies to improve website and mobile app performance based on understanding of mobile industry.
- Wrote summaries of research results.
- Workflow Analysis based on User Testing
- Prepared front end development and communication with mobile developers

**Environment:** X-Code 3.2.5, iPhone Simulator, Interface Builder, Omnigraffle, Microsoft Visio, Briefs (iPhone mobile app development framework), Adobe Indesign CS5, Adobe Photoshop CS5, Adobe Illustrator CS5, Adobe Acrobat Pro

**Home Depot –User Experience/Information Architect for Mobility (Contractor)- (2/2010 – 6/2010)**

- **Provided and presented user experience recommendations, wireframe and sitemap solutions based on user analysis research.**
- Provided functionality and usability solutions for Home Depot mobile app.
- Documented User Research for various mobile devices and mobile browsers.
- Made recommendations on latest technologies to improve Home Depot and Home Depot Mobile app performance.
- Wrote summaries of research results.
- Workflow Analysis
- Determined end user requirements and serving as an interface with technical teams in the design of interactive systems

**Environment:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat Pro, Omnigraffle

## **The Creative Group – Information Architect/Front End Designer/Developer, (10/2009 – 2/2010)**

- **Provided and presented mockups, wireframe and sitemap solutions based on client consultations and creative brief.**
- Organized functionality and content into a intuitive structure
- Designed, coded, debugged and managed multiple websites.
- Used Smultron, Adobe Photoshop, Adobe Fireworks, Adobe Illustrator, Adobe InDesign, Adobe Flash, Adobe Acrobat Pro Cyber Duck, Ichat, Ilife, CSS/XHTML, PHP, JavaScript, and MySQL as required for the web design/development.
- Create and develop interactive interfaces and creative based on identified organizational needs and target audience research.
- Develop CSS/XHTML Cross Browser Compatible Website Design Solutions based on proposed and approved wireframes.
- Consult with clients on site/off-site as needed.
- Modify CSS/XHTML websites to operate on Word press platform using Xxamp, MySQL, PHP, and JavaScript to operate locally.
- Provide usability and user experience recommendations.

**Environment: Coda (for CSS/XHTML, PHP, coding),** Mamp Pro, Smultron, Final Cut Express, Adobe After-Effects Adobe Photoshop, Adobe Fireworks, Adobe Illustrator, Adobe InDesign, Adobe Flash, Adobe Acrobat Pro Cyber Duck, Ichat, Ilife

## **AFFILIATIONS**

Dekalb Chamber of Commerce - Member

CHI\*Atlanta – General Member

Regional Business Council-Young Professional Network Steering Committee Member

Alpha Phi Alpha Fraternity, Inc.- General Member

Urban League Young Professionals-General Member

American Institute of Graphic Artists (AIGA)-Minority Initiatives Chair, 2007-08