

R. Shawn Williams

Award-Winning AI & UX Leader | Bridging AI & UX to
Design Human-Centered Intelligent Systems

[Link to UX Portfolio](#)

[Link to UX Case Studies](#)

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***UX Portfolio and Case Studies available via the above links or upon request.**

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

PROFESSIONAL SUMMARY

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

- **Enhanced user experience on AI-driven analytics platforms** through strategic design solutions.
- **Initiated and spearheaded the establishment of Design Department**, demonstrating its strategic value and fostering cross-functional collaboration.
- **Managed the lifecycle of Design System, from conceptualization through to execution** and ongoing refinement. Enabled cross-functional teams to collaborate more effectively, leading to improved project delivery timelines and quality.
- **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.
- **Over 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 20 years of experience in Web development, production and graphic design in several software platforms including but not limited to; Adobe Creative Suite, Figma, and Sketch.
- Over 16 years of extensive experience with HTML, CSS, 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: JSON, 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: Figma, Slack, Invision, Axure, Omnigraffle, Sketch, Abstract, Invision, Android SDK, iOS SDK, CMS/ Wordpress, Adobe Creative Suite, 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
*Graduated with Honors

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)

AFFILIATIONS

AIxD (Artificial Intelligence and Design) - General Member
DeKalb Chamber of Commerce - Member
CHI*Atlanta – General Member
Regional Business Council-Young Professional Network Steering Committee Member
Alpha Phi Alpha Fraternity, Inc.- General National Member (former Chapter President)
Urban League Young Professionals-General Member
American Institute of Graphic Artists (AIGA)- General Member (Former Chapter Minority Initiatives Chair)

PROFESSIONAL EXPERIENCE

Odyssey Logistics - Acting Director of CX Design/ Senior User Experience Designer (4/2023 – Present)

- Provided design experience solutions to Artificial intelligence based analytics platforms.
- **Led the establishment of the Design Department**, emphasizing its strategic importance and fostering interdepartmental synergy.
- Led the creation and implementation of the company's **Design System and processes**, ensuring consistency and efficiency across all projects.
- Partnered directly with other designers, customers, product managers and developers to define the interaction architecture and behavior of each platform to ensure that the user interface and customer journey is compelling for the end consumer
- Defined and maintain interface standards in the form of **UX Templates** and **Style Guides**
- Defined and maintain all **User Personas**, **Design Mockups** and **Wireframes**, **User Flows**, **SiteMaps**, and other experience documentation for assigned efforts
- Developed experience audits from other industries that can influence our own products
- Developed & maintained a deep understanding of our target audiences, their behaviors, needs, passions and expectations
- Championed the customer needs by making realizable, innovative, and cross-device recommendations for improving the experience
- Understood and utilized system and industry analytics to evaluate current and future interface engagement performance
- **Provided UX thought-leadership, coaching, mentorship, and guidance** within the team and across the rest of technology
- Developing, maintaining internal UX processes to adapt to evolving user and business needs

Environment: Figma, Adobe Creative Suite, Invision, Confluence, Sketch, Abstract, Jira, Nova, Qlik®

Paymentus - Senior Product Designer (8/2020 – 2/2022)

- Created Innovative Prototypes (Mobile and Web) for Sales to pursue clients and partnership opportunities
- Updated existing payment platform for maximum usability and improve metrics
- Collaborated closely with developers, business analysts, product managers and UX designers.
- Created, improved and used wireframes, prototypes, style guides, user flows, and effectively communicate your interaction ideas using any of these methods.
- Presented and defended design decisions based on the overall product design roadmap as well as fundamental design principles
- Continually kept the design team updated with industry standard designs and update and/or change exiting design system or components
- Documented design work for product and development

Environment: Adobe Creative Suite, Invision, Confluence, Sketch, Abstract, Jira

Lowe's Home Improvement - Senior Product Designer/Architect (8/2019 – 2/2020)

- Produced High-Quality Design Artifacts

- Built and delivered consistent high-quality design artifacts including wireframes, concept sketches, pixel-perfect design comps, presentations and documentation.
- Comprehended complex business requirements and user stories.
- Produced, reviewed, critiqued and influenced the direction of the Design deliverables and direction of various projects across multiple platforms / suite of products.
- Worked cross-functionally with other managers and lead to ensure the quality and consistency of the work.
- Stayed on top of digital trends, emerging technologies and new tools to continually improve the team's position as experts in usability.
- Produced and deliver the design deliverables within multiple projects within a platform.
- Drove the tactical direction of the design experience on a project-by-project basis.
- Developed 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)

- **Provided design and tactical guidance for multi-disciplinary teams of Content Strategists, User Experience Architects, and User Experience Designers.**
- Advocated for user-centered designs that help drive efficient, effective, and engaging user experiences.
- **Served as User-Centered Design (UCD) consultant and User Experience (UX) Design subject matter expert for a business area, product line or sector.**
- Worked 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).
- Leveraged established digital experience standards, style guides and pattern libraries to create consistent user experiences, and files deviation exception requests as necessary.
- Created 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
- Created visual assets and visual design comps that improve usability and align with defined interaction design patterns, Creative Direction and Aspirational Experience Strategy.
- **Promoted 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