


Shannon Cleary

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User Experience Designer

Transforming curiosity into engaging and intuitive human-centered design. Harnessing qualitative and quantitative user research and cross-functional team collaboration to close the gap between business goals, tech limitations, & user needs.

SKILLS

Design Tools

Jira
Miro
Axure
Figma
Sketch
FigJam

UX Research

Journey Maps
User Interviews
Usability Testing
Competitive Analysis
Contextual Interviews

User Interface

Mockups
User flows
Prototyping
Wireframing
Design systems
Interaction Design
Information Hierarchy

Team Skills

Creative
Analytical
Inquisitive
Collaborative
Problem-solver
Knowledge Seeker
Clear Communication

EDUCATION

General Assembly

UX Design Certificate

University of Colorado

BA in Anthropology Certificate in Leadership

VOLUNTEER

350 Seattle | 2016/17

Strategic Facilitator

Corp. Giving Net. | 2016/17

CSR Board Member

Out Boulder | 2012/13

LGBTQ Project Manager

PROFESSIONAL EXPERIENCE

User Experience and Interaction Designer

Nationwide Insurance | Contractor Aug 2021 – July 2022, Associate Aug 2022 – Present

- **User-Centered Design:** Leveraged a decade of transferable experiences in small business, nonprofit, and customer service to align stakeholder requests, development capacity, and API capabilities, creating user-centered designs for dashboards, static pages, and end-to-end user flows.
- **Cross-Functional Collaboration:** Served as the primary liaison within a cross-functional team, adeptly navigating ambiguous requirements to deliver seamless user experiences for commercial and personal line property & casualty insurance policies. This included managing account updates, payment preferences, and claims processes for members and internal associates.
- **Design Leadership:** Facilitated remote and in-person discovery and design sprints with multi-disciplinary teams, including UX participants, stakeholders, subject matter experts, product teams, and direct users. Led productive discussions to define goals, scope, and delivery requirements, resulting in high-quality design artifacts such as wireframes, prototypes, and mockups.
- **Process improvements:** Supported the UX team's transition to agile methodologies, utilizing Jira to plan, track, and report design work across multiple product teams, enhancing team efficiency and collaboration.
- **Accessibility and Design Systems:** Promoted the use of Nationwide design system to ensure brand consistency, ADA accessibility, and reduced development effort, contributing to a cohesive and accessible user experience.
- **Thought Leadership and Storytelling:** Leveraged storytelling techniques to create compelling presentations and design deliverables, simplifying complex issues into clear, actionable solutions for stakeholders. Presented UX design best practices and collaborative facilitation techniques to broad audiences beyond my immediate team.

UX Designer

EQuip Our Kids | Jan 2021 – Jul 2021

- Spearheaded UX Research with comparative & competitive analysis, conducted remote user interviews, contextual inquiries, and content strategy to reduce 3 pages to 1 page of text

UX Designer

MYFL Brands | Oct 2020 – Nov 2020

- Increase business sales by adding a subscription service with 3 design phases (MVP+)
- Delivered wireframes, user flows, prototypes, & mockups in a research & design repository
- Mentored and led the research phase to conduct 7 UX interviews and 6 usability tests
- Facilitated and presented research reports and design concepts in 10 client meetings

UI Designer | Outreach Coordinator

Coalitions & Collaboratives, Inc | May 2018 – Oct 2018

- User Experience & User Interface Design for 2 responsive web designs, content management systems (CMS) created sitemaps, style guides, and content strategy
- Synthesize qualitative stakeholder data gathered thru one-on-one conversations, 60 surveys, and an internal strategy meeting for branding and reports for the public
- Used best practices in visual design for intuitive navigation, information architecture, building a feature inventory, web forms, and utilized HTML & CSS for edits