

# SHAUN WHITWORTH

PRODUCT DESIGNER

210.535.5184

shaun@shaunwhitworth.com

www.shaunwhitworth.com

## EDUCATION

### Texas State University

Bachelor of Fine Arts - BFA  
Minor in Anthropology  
2005 - 2009

Activities and Societies: FSS  
Diversity Committee

### San Antonio College

Associate of Arts (A.A.)  
2003 - 2005

### Udacity

Google Challenge Scholarship,  
Front-End Dev  
April 2018

### The Interaction Design

Foundation  
Membership Certificate  
Oct. 2018

### Nielsen Norman Group

UX Certificate  
Interaction Design Specialty  
Aug. 2020

## SKILLS

User Interface Design  
User Experience Design  
Human Centered Design  
User Centered Design  
Design Thinking  
Behavior Design  
Interaction Design  
Wireframing  
Prototyping  
Information Architecture  
Usability Testing  
Agile Methodologies  
Creative Direction  
Graphic Design

## TOOLS

HTML / CSS	Adobe Illustrator
JavaScript	Adobe Photoshop
Bootstrap	Adobe Lightroom
Wordpress	Adobe After Effects
Sketch	Visual Studio Code
Figma	Tumult Hype
Adobe XD	Pen and Paper
InVision	Post-it Notes
Mural	

## WORK EXPERIENCE

### USAA | USAA Federal Savings Bank

Product Designer 1 Aug 2021 - Present

Product Designer 2 Mar 2020 - Aug 2021

I designed the apply user flow and funder back office experiences for the consumer lending origination modernization effort. I also designed the end to end experience for the debt member solution's overdue bill communication. This effort allows USAA to be compliant with the Fair Debt Collection Practices Act (FDCPA); This governs activities of debt collectors and gives members the ability to set communication preferences for any account under collections. Both these efforts involved working with stakeholders across USAA to conduct need finding, creating a new information architecture, content strategy, designing sketches, flow diagrams, wireframes, and high fidelity prototypes. I have also worked with the Chief Design office at USAA and their enablement team in helping evaluate the implications of transitioning over to a new design system. As a result I now lead and facilitate a recurring forum to discuss design system impacts across USAA's bank design teams.

### USAA | Enterprise Advice Group

Contract Product Designer May 2018 - Mar 2020

- Practiced and advocated for Human-Centered design and Fogg Behavior Model methodologies by routinely iterating on USAA's digital experiences with member and stakeholder feedback.
- Participated in qualitative and quantitative researching including A/B testing, unmoderated member testing, usability studies, and accessibility assessments.
- Produced UX strategy deliverables: Journey maps, affinity diagrams, user flows, and information architectures.
- Creation of tactical deliverables: Wireframes, prototypes, and annotated high-fidelity mockups.
- Define and implement re-usable design patterns.
- High Attention to detail and experience leading multiple, contending priorities simultaneously.
- Worked closely with business and IT partners to help prioritize tasks and create design deliverables.

### Texas State University | University Bookstore

UX Designer / System Support Specialist II Jan 2014 - May 2018

- Served as a Front-end developer / UI / UX designer that successfully deployed a new responsive experience for our growing segment of mobile shoppers. (256k sessions for FY2017).
- Created website content, SEO strategies, and edited partner sites generating revenue up to \$ 1.6 million (1.40% increase) dollars this fiscal year (FY2017).
- Created content and adapting existing content to web-friendly format; created and maintained the logical structure of the content.
- Served as Web Content Administrator; Maintenance, Updates, and Corrections to University Bookstore site.
- Created content offering from the ground up for the University Bookstore at Texas State, including formulating social media strategy, digital strategy, and deliverables.
- Created internal and external social media marketing campaigns within deadlines and expectations for all Texas State audiences. (31.69% increase for FY2017).
- Developed partnerships for content generation and syndication for the Higher Education cohort.
- Managed and maintained relationships with business clients and brand stakeholders.
- Developed a distinct tone and style for the content-based analysis on social media and Google Analytics.

