WWW.SHAWNASTEW.ART
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312.883.0739

SHAWNA STEWART

SKILLS

Competitive analysis
Heuristic analysis
HTML5 / CSS3
Interface design
Journey mapping
Rapid prototyping
Sketching
User interviewing
User flow mapping
Usability testing
UX writing

TOOLS

Sketch
Axure
Figma
Illustrator
InDesign
InVision
Photoshop
Zeppelin

EDUCATION

SEATTLE UNIVERSITY

BA Digital Technology & Cultures
Minor: Gender & Sexuality Studies
2021

DESIGNATION

(now Flatiron School)

UX + UI Design Certificate
2016

STLCC

AA Graphic Communications
2015

EXPERIENCE

UX + UI DESIGNER / ST.VESTA STUDIO
[2020- PRESENT]

- User Interface Design
- UX Design: Heuristic analysis, user flows, wireframes, sitemaps, user testing and interviews, competitive analysis
- Responsive web design
- Content Strategy
- Layout design

LEAD UX DESIGNER | #OPEN APP
[DEC 2020- JUNE 2022]

- Collaborated with developers, product manager, marketing, and founders to design and deploy product's first paid features to monetize app.
- Produced UX deliverables (research plans, research findings and recommendations, sitemaps, lo-to-hi-fidelity wireframes, usability testing plans/scripts, prototyping, user flows
- Developed and maintained #open's first design system
- Marketing and Brand Design

CONTENT DESIGNER / MODE ANALYTICS
[MAY 2020- FEB 2021]

- Whitepaper design

PRODUCT ADVOCATE & DESIGNER / LYFT
[SEP 2017 - OCT 2020]

- Designed & produced creative assets for Business Development & Marketing teams to increase supply & brand awareness.
- Facilitated driver experience focus groups to identify driver pain points in regional markets.
- Researched & implemented solutions for major driver & passenger pain points. Improved conversion for pickup locations along one of Seattle's central transit corridors.
- Improved local driver compliance by designing a half page document clarifying communication on local driver requirements. Integrated this into driver onboarding process.
- Coordinated with local government transit officials to implement geodata driven solution to ease traffic congestion & reduce driver citations.

SHAWNA STEWART

EXPERIENCE

UI+UX DESIGNER / DESIGNATION
[APR 2016 - AUG 2016]

- Utilized iterative human centered design methodologies to conduct user research, interviews, & usability testing; synthesized insights into wireframes, mockups, and prototypes.
- Produced responsive UI and design assets for client websites and mobile applications.
- GiftOn gift inspiration community powered by user generated content. Worked to improve visual language of the brand by designing a responsive website and UI kit.
- Pay Your Selfie Mobile app that allows everyday people to earn cash for their selfies while providing consumer insights and advertising opportunities to brands. Worked with founders and CTO to re-design UI. Created new user flows, interface, and a pattern library.

DIGITAL ARTIST / CILENTO PHOTO STUDIO
[OCT 2014 - MARCH 2016]

- Provided creative guidance and suggestions based on the company's goals and strategies.
- Balanced multiple projects while maintaining close contact with clients and printers.
- Photo editing, retouching, and color correction; optimized images for production specifications.
- Designed custom layouts for printed products.