



DANA SHELTON

[SR. UX DESIGNER]+

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SKILLS + TECH

- Adobe Creative Suite
- MERN Stack: MongoDB, Express, React.js, Node.js
- HTML(5) // CSS(3)
- Bootstrap // Responsive Design
- Javascript // jQuery
- AJAX // API // AXIOS
- SQL
- Github / Versioning
- Visual Studio Code
- Camtasia
- Articulate 360 // Storyline
- Microsoft Office // Project, Outlook, Excel, PowerPoint, SharePoint, Word, Skype for Business, OneNote, Teams
- Adobe XD // Sketch // Axure RP // Miro // Jira
- Prototyping // Wireframing
- User Interface (UI) Design
- Human, Computer Interaction (HCI) principles
- User Experience (UX)
- Interaction Design (IXD)
- User Experience Research
- Usability Testing

EDUCATION

Case Western Reserve University

Certification, Full Stack Web Development
MERN Stack: MongoDB, Express, React, Node.js
Degree date: January 2019

Cuyahoga Community College

Associate of Applied Business,
Visual Communication, and Design
Degree date: August 2008

ADDITIONAL CERTIFICATIONS

Design Thinking: Understanding the Process, Persuasive UX: Ethics of Persuasive Design, UX Design: 1 Overview, UX Design: 2 Analyzing User Data, UX Foundations: Multidevice Design, Design the Web: Automating Web Graphics, Infographics: Planning and Wireframing, Responsive Design Workflows, Advanced Geolocation with HTML5

EMPLOYMENT HISTORY

Sr. UX Designer, Enterprise Mobile App

Nationwide Insurance

March 2021 – Present (contract)

- Lead a team of UX designers, writers and developers to ensure quality outcomes for users and business partners
- Collaborate with product managers, designers, researchers, technologists, and business leads
- Identify and recommend best approaches to design and research options
- Design quality interactions, flows, and navigation for iOS and Android platforms
- Clearly define the right problems to solve
- Quickly design and iterate concepts based on user needs, leveraging excellent fundamental understanding of UX patterns and best practices
- Drive towards exceedingly simple and intuitive designs that engender and preserve “delight” by users, engaging users throughout the design process

- Keep a pulse on design best practices and be on top of key design trends within insurance, financial services, and technology industries
- Anticipate where relevant companies, trends, and technologies might be going and inform strategies
- Knowledge of qualitative user research methodologies, especially ethnography and contextual inquiry
- Lead development lines with a process mindset
- Bridge gap between Engineering, Product, and Design by ensuring expectations and deliverables are aligned and as expected to maintain both quality and speed calibrations.
- Oversee Digital Experiments and Test and Learn experiments within the mobile app, including establishing metrics to measure success, designing experiences, and handoff to engineering, as well as regularly communicating updates to product owners and product manager.
- Oversaw feature implementations resulting in overall ranking for mobile app score improvement from number 6 to number 4 (according to Keynova).

Principal UX Designer

Talis Clinical

April, 2019 – August, 2020

- Oversee the User Experience of enterprise level SaaS products that provide Advanced Clinical Decision Support for high acuity clinical settings.
- Create a system of role based remote patient monitoring mobile web applications that are both platform and device agnostic.
- Designed and brought to market a new product and revenue stream which generated nearly a million dollars within first 6 months of being hired through the sale of app distribution rights.
- Conduct research using various methods including ethnographic studies, surveys, interviews, a/b tests, facial recognition studies, etc. to create user flows, journey maps or other artifacts that help to create empathy for users and their needs.
- Work with executive leadership on strategy for aligning business goals with customer and user goals as well as developing product requirements.
- Leverage internal and external resources to create usability testing plans and identify KPI's to measure product success.
- Create a module based, scalable design system that serves as a single source of truth for developers to implement consistency across multiple products and platforms.
- Regularly present concepts and prototypes to customer and users for review and testing of features.
- Collaborate with Engineering to validate feasibility of solutions throughout product design.
- Redesigned mobile applications in dark mode to reduce device power usage by more than 30%.
- Consistently evaluate new tools and updates to ensure the most efficient protocols are being utilized at all time.
- Create high and low fidelity prototypes of products and features using various tools such as sketches, wireframing, whiteboarding, and interactive experiences with Adobe XD, Sketch, inVision, Justinmind, etc.
- Designed disconnected products into an integrated ecosystem for better accommodation of single sign on technology.
- Lead design workshops and bi-weekly build meetings with customer stakeholders and Harvard Medical team of Subject Matter Experts on co-development of Critical Care platform to be deployed in Q3 of 2020.

eLearning Experience Designer

Vitalyst, LLC

April, 2018 – February, 2019

Microsoft Support Partner of the Year Winning company (2018). Top software trainer for July 2018. Promoted to Communications and Learning Solutions Developer in September 2018 to assist with worldwide client marketing and migration initiatives as well as eLearning module development

- Provide change enablement solutions for Microsoft Enterprise level products
- Develop custom video, print, and web deliverables for client migration programs
- Perform user research to understand client pain points caused by gaps in user knowledge
- Turn information gathered from user research into personas
- Identify goals for training and metrics to evaluate training success
- Create journey maps and storyboards to bridge user knowledge gaps
- Storyboard, script, produce, post-production training videos using Premier Pro, After Effects, and Camtasia

Social Media Director

Greater Cleveland Fisher House

August, 2014 – December, 2018 (4 years 4 months)

- Develop social strategy and cross-platform marketing initiatives in support of \$4 million-dollar capital ask fundraising campaign for the construction of Greater Cleveland Fisher House
- Use of social listening/management tools such as HootSuite to monitor and respond to relevant topics as needed
- Analyze and report on campaign successes or struggles to Fisher House Board of Directors using Sprout Social
- Suggest and adjust approach based on data from social and site analysis
- Grow social reach and work in conjunction with donors, volunteers and individuals to coordinate messaging throughout all channels. Schedule and design all marketing collateral for on-site events or publications such as advertisements in Cleveland Crain's Business, radio press releases, signage, brochures, and other corporate marketing materials.

Creative Consultant (Freelance)

The Visual Influence

April, 2011 – December, 2018 (7 years 8 months)

Provide creative solutions for logo design, presentation design, data visualization, color scheming, creative consulting, wireframing, UX design, user research, prototyping, Wordpress sites, marketing & advertising materials, display and design optimization, social media site branding, e-mail marketing, print advertising promotional material, publications, brochures, annual reports, flyers, posters, copywriting.

Senior Graphic Designer

Vendome Group, LLC

March, 2010 – August, 2013 (3 years 5 months)

- Senior Designer for Addiction Professional and Behavioral Healthcare magazines and correlating national conferences
- Recipient of 2 ASHPE Awards – 2012 – Best Profile (Infographic Design) and Best Opening Spread (Feature Design)
- Javascript code and debugging of rich media advertising for deployment through Google's DoubleClick ad server
- Collaborate with marketing team to define needs, user profiles, storyboarding, branding, and design requirements for internal and external clients.
- Act as a brand ambassador, monitor and ensure proper brand representation throughout all media
- Marketing & advertising design including but not limited to: print ads, direct mail, brochures, rich media and display ad design and optimization, video presentations, webinars, whitepapers, conference guides, prospectus materials, and infographics.

Marketing Graphic Designer

Department of Defense (Ansbach, Germany)

April, 2009 – September, 2009 (5 months)

- Design, layout, and execute a wide range of marketing materials in support of the Moral, Welfare and Recreation division of the US Army Garrison Ansbach, Germany community
- Deliverables include but were not limited to: presentations, displays, briefings, brochures, advertisements, flyers, signage, event ticketing, wayfinding materials, new business branding and promotions, and soldier and family support services
- Assist in event planning and execution
- Radio and TV promotional script writing
- Department management including inventory, purchasing, vendor acquisition and bid reviews, shipping, and cost analysis
- In-house production including large format printing, cutting, grommet, folding, binding, and distribution.

LINKS

PROTOTYPE DEMOS: https://youtube.com/playlist?list=PL2_V1PTaMDyTt2YTuccd6X2nYLwwFpLNO

UX CASE STUDIES: <https://www.uxfol.io/danashelton>

LINKEDIN: <https://www.linkedin.com/in/danasheltondesign/>

PROFILE + PORTFOLIO: <https://danashelton.github.io/portfolio>

GITHUB CODE: <https://www.github.com/danashelton>