

# IAN SHAW

## UX/UI DESIGNER

GRAPHIC DESIGNER & BRANDING SPECIALIST

### Bio

Hi! I'm Ian and I love design!

I have over 15 years experience as a graphic designer specializing in logo and brand development. While I am new to the field of UX, my understanding of people through practicing user-centered design has taught me how to get into the mindset of what people/businesses need to reach their target user. Having co-founded a successful screen printing and embroidery business, I have learned what is required to take a startup seeing less than 20k in revenue to over 450k in less than 4 years.

 [uxfol.io/ianshawdesign](https://uxfol.io/ianshawdesign)

 [www.behance.net/ianshawdesign](https://www.behance.net/ianshawdesign)

 [linkedin.com/in/ian-shaw-design](https://linkedin.com/in/ian-shaw-design)

### SKILLS

#### RESEARCH

Prototyping, Wireframing, Personas, Affinity Mapping, Usability Testing, A/B Testing.

#### DESIGN

Illustration, UI Graphics, User flows, Style Guides, Mood Boards, Branding, Typography, Graphic Design.

#### HANDS-ON

Screen Printing, Sketching, Drawing, Music Production and Sound Editing

#### TEAM SKILLS

Group Dynamics and Conflict Facilitation, Communicative, Self-starter, Team-oriented, Workshop leader Design Critiques facilitator.

### TOOLS

Adobe Creative Suite  
Sketch  
Invision  
Invision Studio  
Optimal Workshop  
Logic Pro  
Reason

### CONTACT

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Louisville, CO. 80027

### EXPERIENCE

#### ● DESIGNER / ASST. MANAGER / KICKBOXING DIRECTOR X7 Fitness 2018 - 2019

Designed the marketing materials for the gym as well as developed a re-branding strategy through in-depth user research. Assisted with scheduling, class structure conducted team meetings. Single-handedly developed and ran the Muay Thai Kickboxing Program.

#### ● CREATIVE DIRECTOR / CO-OWNER Echo Printworks - Portland OR. 2013 - 2017

Built a successful screen printing and embroidery business. Ran the design department and led/oversaw the entire screen printing production process. Developed workflows and procedures to increase productivity.

#### ● GRAPHIC DESIGN AND BRANDING SPECIALIST Ian Shaw Design - 2004 - CURRENT

Branded and developed logos for businesses and individuals applying User-Centered design principles within various industries.

### EDUCATION

#### ● SPRINGBOARD UX DESIGN CAREER TRACK In Process - Expected Certification Aug. 2020

350+ hours of hands-on course material, with 1:1 expert mentor oversight, and completion of 3 in-depth portfolio projects. Mastered skills in sketching, wireframing, interaction design, prototyping, and usability testing as a part of a framework focused on the discovery, design, and evaluation phases of user-centered design.

#### ● BACHELORS OF ARTS DEGREE - ENGLISH University Of Oregon - 2008

BA in English with additional focus in Business, Geography and Human Physiology. Other areas of study included Design, Music Production, and Psychology.

#### ● FINE ARTS EDUCATION Shining Mountain Waldorf Highschool - 2004

Practiced many different forms of Art. Sculpting, Woodworking, Drawing, Painting, Music, Sketching, and Calligraphy.