Amos Shaw

Senior UX/UI Designer

416.893.8527
[say hello!](#)

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Skills

Visual Design
Art Direction
Creative Direction
Interaction Design
User Research
Usability Testing
Copywriting

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Tools

Sketch
Photoshop
Illustrator
InVision
XD
Pen & Paper

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Education

International Academy of Design
Design Diploma
1997

York University
Psychology Degree
1993

15+ year track record of innovation and success in crafting creative products and engaging UX/UI experiences for startups and brands through a combination of storytelling, design, and technology.

Warshawskis/ UX Design Consultant

Dec 2016 - PRESENT, Toronto

Deliver exceptional UX/UI design services and thinking to a wide range of clients, including Sun Life, TD Bank, RBC, PC Mobile, FinanceIt. Currently at Sun Life serving as lead UX for global intranet redesign for 30k employees. Developed a global DSM in partnership with Invision, provided UX support across multiple Business groups. Conducted usertesting, research and produced prototypes and final mockups for web applications and marketing pages.

StudySoup / UX Lead

2015 - 2016, Remote/San Francisco area

Developed and delivered effective mobile strategy and overall UX to support design objectives. Re-structured responsive website design for online startup of a marketplace that enables University students to buy and sell academic notes. Built, led and and developed a highly skilled and dedicated design team to embed culture of performance excellence within creative processes.

Stitch Media / Art Director

2014 - 2015, Toronto

Developed and delivered an interactive documentary for TVO, and mobile friendly games for YTV. Delivered two original IP games funded by CMF, including interactive stories and games for kids and families.

Tineye/ UX Lead

2013 - 2014, Toronto

Developed and streamlined creative processes for one of the world's leading image search recognition companies to support business objectives. Redesigned company website through effective visual designing and critical thinking skills and provide UX/UI for a new product web application.

Wattpad/ UX Lead

2011- 2013, Toronto

Oversaw all creative aspects of the most downloaded e-reading app in the world to improve website experience and accessibility. Redesigned website and mobile app and all branded marketing and collateral material to achieve branding objectives. Built and led a design team, evaluated team performance, assessed training needs, and implemented a design process to improve productivity.

Additional work and case studies available upon request