

# SHAWN JONES

DIRECTOR PRODUCT DESIGN, UX/UI DESIGN, UX RESEARCH, DESIGN STRATEGY & INNOVATION

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Denver, CO  
207.522.0638 | smvjones@gmail.com | www.shawnmvjones.com

## EDUCATION

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**2013 - 2017**     **B.F.A. IN DESIGN**  
**USER EXPERIENCE CONCENTRATION**  
**ART HISTORY MINOR**  
**Northeastern University, Boston, MA**  
**GPA: 3.70**  
UX Design | Web & Visual Design | Typography | Graphic Design |  
Information Design | Entrepreneurship & Innovation | Marketing

## RELATED EXPERIENCE

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**2021 - Present**     **DIRECTOR OF PRODUCT DESIGN**  
**Copper Banking, Seattle, WA | Remote**

- Leading a lean agile design team within a small, but energetic startup. Led creative team in research, design and development of a digital banking and investing app for teens and parents.
- Increased design and development efficiency by establishing a Design System that embraces a scalable, intuitive and modern approach.
- Established an innovation and prioritization strategy plan for prioritizing business-driven ideas and refinement of current product based on user insights, product growth data and Net Promoter Score results.
- Leading and mentoring designers and marketing specialists through best practices and new trends within the financial industry.
- Built out Copper's first investing product from the ground up. Conducted research and testing to come up with a solution for easing teens into investing with education to build confidence prior to trading.
- Grew Copper's user-base from 300,000 to over 900,000 teens and parents in just 6 months.

**2019 - 2021**     **SR. UX DESIGN MANAGER**  
**Charles Schwab, Denver, CO | Austin, CO | Remote**

- Led and mentored Schwab's Innovation Accelerator design team. Developed and coaching individuals on the agile and design best practices as well as Schwab's product development lifecycle.
- Built weekly design critiques and trainings to increase proficiency and defined strategy for career growth and development for designers.
- A leader and coach on Schwab's Design Thinking/ The Way We Work team. Increased the adoption rate of design thinking and innovation to be scaled across Schwab teams.
- Taught and trained over 200 individuals in design thinking practices to both UX department and non-UX internal Schwab teams. Collaborated with innovation director to develop the design strategy for the 2020 roadmap.

## STATEMENT

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8+ years as strategic product design lead with a proven record of launching products for the world's most recognized brands. Championed, established and grew UX Design team within Fortune 100 companies and early stage startups by building internal digital design discipline, reducing dependency on outside agencies. Assembled teams to tackle near-term opportunities, while also articulating a "what now, what next, what if" strategic vision for product teams. Exceptional communication skills at all levels, from Executive-level to individual contributor.

## SKILLS & TOOLS

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Innovation Strategy	Rapid Prototyping
Design Strategy	UX Writing
Design Leadership	HTML & CSS
Design Thinking	Figma
User Research	Sketch
Usability Testing	Adobe Creative Suite
Visual Design	Invision
Wireframing	3D printing

## SIGNIFICANT ACCOMPLISHMENTS

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Design Thinking Practitioner Badge (IBM)  
Design Thinking Co-Creator Badge (IBM)  
Interdisciplinary Topics Medal at Northeastern University's Research Innovation Scholarship Expo (RISE) for developing a 3D printed aquatic prosthetic for amputees  
Eagle Scout, Boy Scouts of America  
Junior Vice Commander, VFW Post 9644

## ADDITIONAL EXPERIENCE

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- 2017 - Present**    **UX/UI DESIGNER**  
**IBM, Cambridge, MA | Remote**
- Designed learn management systems, websites and mobile applications including IBM's Artificial Intelligence Skills Academy, Quantum Computing for Executives, Apprenticeship Academy, and a chatbot and features for Your Learning.
  - Aligned projects with IBM's strategic imperatives to successfully distribute learning to all IBMers.
- Jan - Apr 2017**    **UX/UI DESIGNER, WEB DESIGNER, AND SR. GRAPHIC DESIGNER**  
**Creative Circle (freelance), Boston, MA**
- Jul - Dec 2016**    **GRAPHIC DESIGNER**  
**VHB, Watertown, MA**
- Feb - Jul 2016**    **GRAPHIC DESIGNER**  
**Alzheimer's Association MA/NH Chapter, Watertown,**

## MILITARY EXPERIENCE

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- 2008 - 2013**    **ADMINISTRATIVE SUPERVISOR - YN2**  
**United States Navy, Williamsburg, VA**  
*Lean Six Sigma Improvement Project*
- Conducted a two week Process Improvement review with a team to incorporate a design driven strategy to improve travel process for the organization. Created process maps, flow charts, and mapped out user experiences.
- Assistant Leading Petty Officer*
- Supervised an office of 12 personnel. Reviewed all correspondence, awards, employee evaluations, passports and legal documents.
- Lead Defense Travel Administrator*
- Organized all travel arrangements for 450 personnel including booking hotels, flights, and transportation. Collected all debt, and managed government credit cards, passports, and visas for all personnel.

## MILITARY AWARDS

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- White & Yellow Belt in Lean Six Sigma  
Expeditionary Warfare Medal  
Armed Forces Service Medal  
Good Conduct Medal (5 years)  
Navy and Marine Corps Achievement Medal while serving in the U.S. Navy.  
Responsible for all travel operations, debt collections, and processed over \$200M in travel orders.