SHAWN KELSHAW PRODUCT DESIGNER LEAD UX // IxD // INFORMATION ARCHITECT

DOONEY & BOURKE

Dooney & Bourke makes high-end handbags and accessories, mostly for women but also for men. They're sold in department stores (such as Macy's and Nordstrom), online and by catalog.

EMPLOYES
51-200
(privately held)

REVENUE
$25-50M
(USD) per year

HTTPS://WWW.GLASSDOOR.COM/OVERVIEW/WORKING-AT-DOONEY-AND-BOURKE-EI_IE12757.11,28.HTM

PROJECT / UX LEAD
SHAWN KELSHAW

PROJECT AND USER EXPERIENCE LEAD FOR DOONEY & BOURKE'S 2017 B2C E-COMMERCE WEBSITE REDESIGN

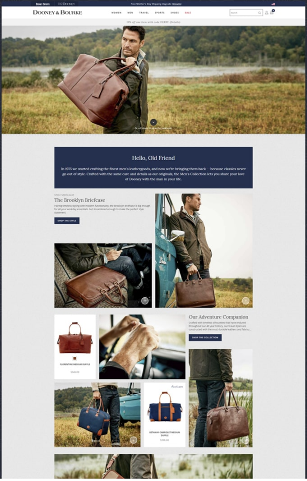
RESPONSIBILITIES INCLUDED

Project Leadership
Manage client expectations and offshore development resources within an Agile Scrum appdev program

User Experience Design
Worked closely with Dooney leadership to ensure digital experience supported internal business goals and customer expectations

User Interface / Interaction Design
Led content and interaction design strategy sessions, produced various design artifacts and oversaw development delivery

Iconography Design
Worked with Dooney internal design team to craft industry-specific and unique iconography lexicon for use in mega menus and nav filters


Dooney Sports
I♥Dooney
DOONEY & BOURKE
WOMEN
MEN
TRAVEL
SPORTS
SHOES
SALE
Search
SHOP THE STYLE
SHOP THE COLLECTION
Exclusive

Free Mother's Day Shipping Upgrade (Details)

15% off one item with code DERBY. (Details)

Scroll down to view the lookbook

Hello, Old Friend

In 1975 we started crafting the finest men's leathergoods, and now we're bringing them back – because classics never go out of style. Crafted with the same care and details as our originals, the Men's Collection lets you share your love of Dooney with the man in your life.

STYLE SPOTLIGHT

The Brooklyn Briefcase

Pairing timeless styling with modern functionality, the Brooklyn Briefcase is big enough for all your workday essentials, but streamlined enough to make the perfect style statement.

FLORENTINE MEDIUM DUFFLE

Our Adventure Companion

Crafted with timeless silhouettes that have endured throughout our 40 year history, our travel styles are constructed with the most durable leathers and fabrics...

GETAWAY CABRIOLET MEDIUM DUFFLE

B2C
E-COMMERCE REDESIGN

The project centered around the redesign of Dooney.com with an improved, mobile-friendly and modernized User Experience, while enhancing the Dooney brand story throughout.

Brand Story:

- Timeless style
- Effortless functionality (bags can be used in a variety of settings or purposes)
- Craftsmanship – at this price point, Dooney uses the best in material quality and assembly; jewelry-grade hardware, premium materials; Italian design firms

D&B CONSUMER ARCHETYPES

Core Consumer

Age: Woman / Late 40's

Fashion: Traditional values

Affinity: She always wants to look up-to-date, but not so fashion forward that she's out of place.

Technical Saavy: The Internet and social media are nothing new to her.

Attribute: She always makes time to shop, and there's a thrill to knowing she got the best deal.

Attribute: She buys what she likes, and while finding the best deal isn't her habit, it sure does help.

Attribute: She's part of the sandwhich generation - she's not only looking after her closely approaching-adult children, but now she's having to check-in on her parents.

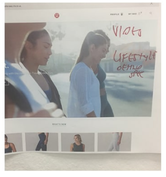
YOUNG PROFESSIONAL | ON TREND

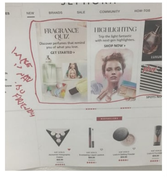
YOUNG GRANDMOTHER | D&B

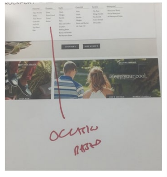
TEEN | ON TREND
DOPE
UNTAMED
70

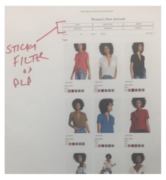
MILLENNIAL MOM | ON TREND

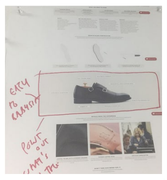
COMPETITIVE COMPARISON & CONTENT DESIGN RESEARCH


Video
Lifestyle
behind
SPL


FRAGRANCE QUIZ
HIGHLIGHTING
NEW
BRANDS
SALE
COMMUNITY
HOW-TOS

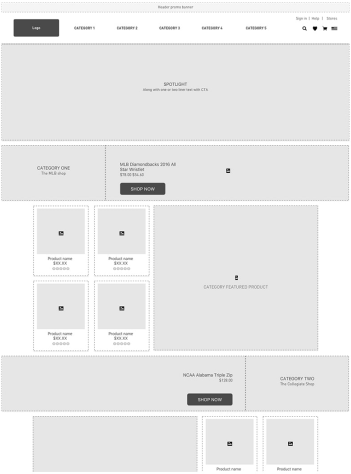

Keep your cool.
Occasion
based

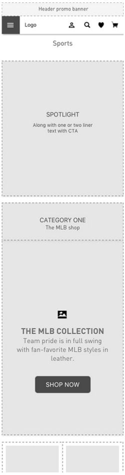

Women's New Arrivals
Sticky
Filter
on
PLP


Easy
to
Browse
Point
out
what's the

& Swatches
Needed
Flip
through
color

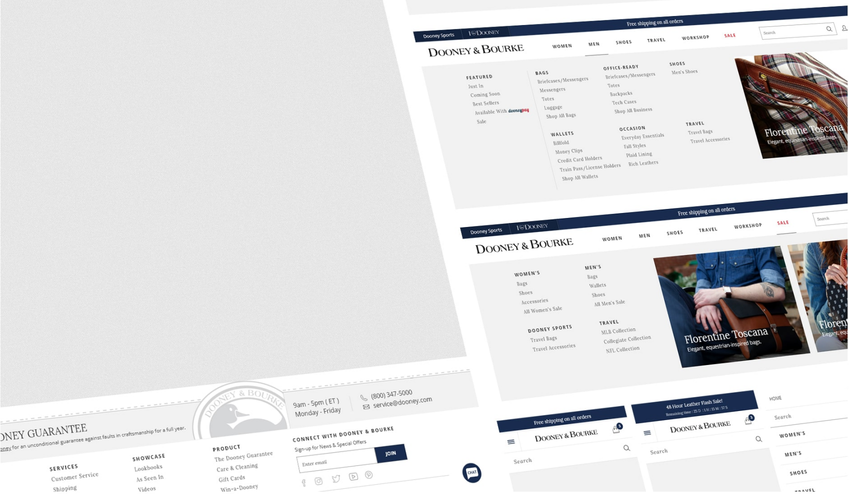
WIREFRAME POTENTIAL PAGE LAYOUTS


Header promo banner
Logo
CATEGORY 1
CATEGORY 2
CATEGORY 3
CATEGORY 4
CATEGORY 5
Sign in | Help | Stores
SPOTLIGHT
Along with one or two liner text with CTA
CATEGORY ONE
The MLB shop
MLB Diamondbacks 2016 All Star Wristlet
$78.00 $54.60
SHOP NOW
Product name
$XX.XX
CATEGORY FEATURED PRODUCT
NCAA Alabama Triple Zip
$128.00
SHOP NOW
CATEGORY TWO
The Collegiate Shop
Product name

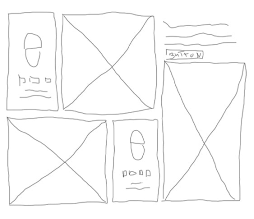

Header promo banner
Logo
Sports
SPOTLIGHT
Along with one or two liner text with CTA
CATEGORY ONE
The MLB shop
THE MLB COLLECTION
Team pride is in full swing with fan-favorite MLB styles in leather.
SHOP NOW

DESIGN COMMON CANVAS ELEMENTS & NAV

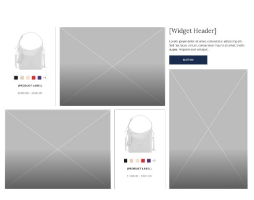
Sale
Shop All Bags
ACCESSORIES
Wallets
Wristlets
Watches
Cosmetic Cases
Shop All Accessories
OCCASION
Back to School
Fall Neutrals
Date Night Bags
Throwback Styles
TRAVEL
Travel Bags
Travel Accessories
Florentine Toscana
Elegant, equestrian-inspired bags


Dooney Sports
I ♥ Dooney
Free shipping on all orders
Dooney & Bourke
WOMEN
MEN
SHOES
TRAVEL
WORKSHOP
SALE
Search
FEATURED
Just In
Coming Soon
Best Sellers
Available With dooneypay
Sale
BAGS
Briefcases/Messengers
Messengers
Totes
Luggage
Shop All Bags
WALLETS
Billfold
Money Clips
Credit Card Holders
Train Pass/License Holders
Shop All Wallets
OFFICE-READY
Briefcases/Messengers
Totes
Backpacks
Tech Cases
Shop All Business
OCCASION
Everyday Essentials
Fall Styles
Plaid Lining
Rich Leathers
SHOES
Men's Shoes
TRAVEL
Travel Bags
Travel Accessories
Florentine Toscana
Elegant, equestrian-inspired bags.
WOMEN'S
Bags
Shoes
Accessories
All Women's Sale
DOONEY SPORTS
Travel Bags
Travel Accessories
MEN'S
Bags
Wallets
Shoes
All Men's Sale
TRAVEL
MLB Collection
Collegiate Collection
NFL Collection
ONEY GUARANTEE
oney for an unconditional guarantee against faults in craftsmanship for a full year.
9am - 5pm (ET)
Monday - Friday
(800) 347-5000
service@dooney.com
SERVICES
Customer Service
Shipping
SHOWCASE
Lookbooks
As Seen In
Videos
PRODUCT
The Dooney Guarantee
Care & Cleaning
Gift Cards
Win-a-Dooney
CONNECT WITH DOONEY & BOURKE
Sign-up for News & Special Offers
Enter email
JOIN
CHAT
48 Hour Leather Flash Sale!
HOME
Search
WOMEN'S
MEN'S
SHOES

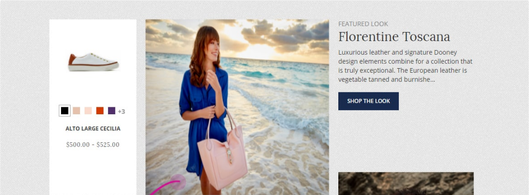
CONTENT ISOTOPES & MASHUPS



Whiteboard content workshops at client site in Connecticut


[Widget Header]
BUTTON
[PRODUCT LABEL]
[PRODUCT LABEL]

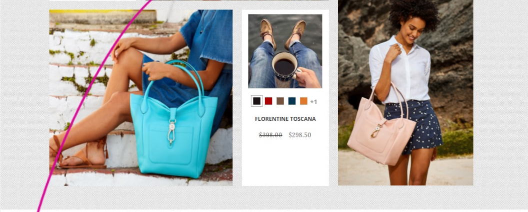
Wireframe isotopes and refine content part sizing, layout and text


+3
ALTO LARGE CECILIA
$500.00 - $525.00
SHOP THE LOOK

FEATURED LOOK

Florentine Toscana

Luxurious leather and signature Dooney design elements combine for a collection that is truly exceptional. The European leather is vegetable tanned and burnishe...

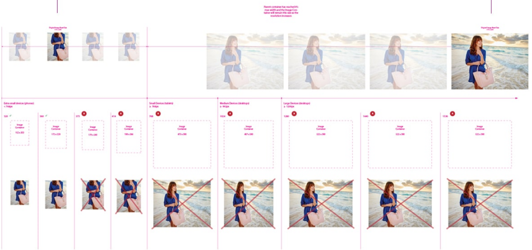

+1
FLORENTINE TOSCANA
~~$398.00~~ $298.50

Produce high-fidelity, pixel-perfect comps for mobile and desktop of content isotope

> In some places, it would appear our lifestyle photography is being constrained or stretched. What is going on here?

> It is a combination of things. We are implementing new content mashup isotopes and according to the SOW (written prior to my arrival or input), we are to leverage the existing middleware code logic already in place to push lifestyle photography. This logic relies on just two image artifacts to support a variety of responsive breakpoints (one for screens 320 - 767px and a different artifact for screens 768px +). This means that on some devices, the photography will appear to be constrained or stretched because the container the photography is being displayed within is of a different size ratio than the photography itself.

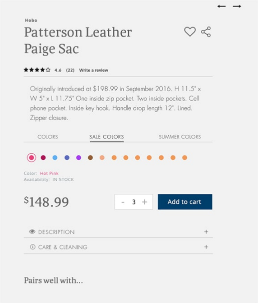
```
<picture>
<!-- desktop -->
    <source
    media="(min-width: 768px)"
    srcset="<url-path>/home-banner-01-desktop.png">

<!-- mobile -->
    <source
    media="(max-width: 767px)"
    srcset="<url-path>/home-banner-01-mobile.png">

<!-- fallback -->
    <img
    src="<url-path>/fallback-image.png"
    alt="home slider">

</picture>
```


Parent container has reached it's max width and the Image Container will remain this size as the resolution increases
Original Image Asset Size
Original Image Asset Size
Extra small devices (phones)
< 768px
320 ✓
Image Container
360 ✓
Image Container
375
Image Container
414
Image Container
Small Devices (tablets)
≥ 768px
768
Image Container
Medium Devices (desktops)
≥ 992px
1024
Image Container
Large Devices (desktops)
≥ 1200px
1280
Image Container
522 x 390
1440
Image Container
522 x 390
1536
Image Container
522 x 390

> This should have been identified during Discovery phase. What are our options to correct this?

> I agree. There are several possible fixes for this but they are all likely to require additional time and effort to implement. I'll get the team together to investigate the difficulty of each.

TYPOGRAPHY EXPLORATION



Hobo

Patterson Leather Paige Sac

★★★★☆ 4.6 (22) Write a review

Originally introduced at $198.99 in September 2016. H 11.5" x W 5" x L 11.75" One inside zip pocket. Two inside pockets. Cell phone pocket. Inside key hook. Handle drop length 12". Lined. Zipper closure.

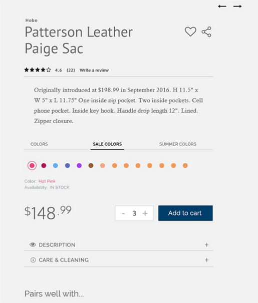
COLORS SALE COLORS SUMMER COLORS

Color: Hot Pink
Availability: IN STOCK

$148.99 - 3 + Add to cart

DESCRIPTION +
CARE & CLEANING +

Pairs well with...



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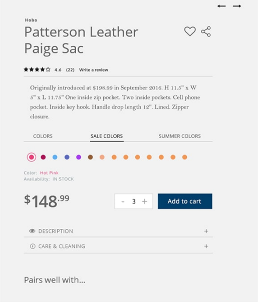

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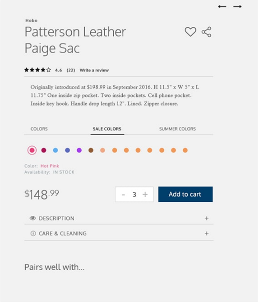

Hobo

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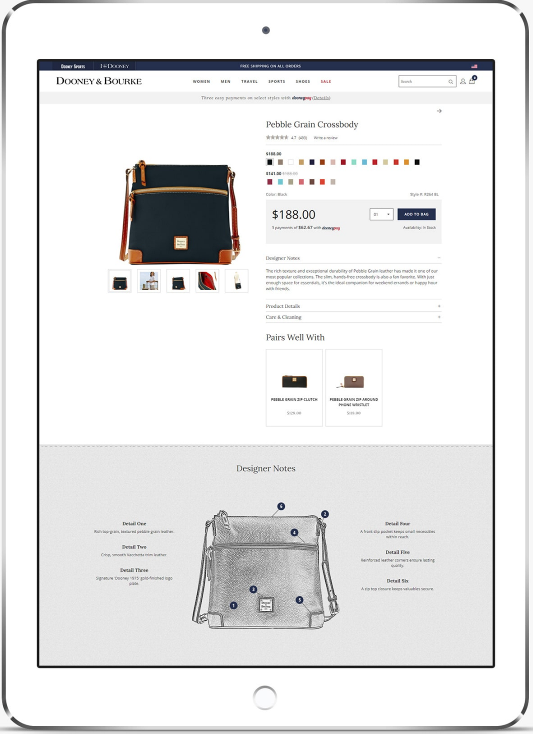

Dooney Sports
I ♡ Dooney
WOMEN
MEN
TRAVEL
SPORTS
SHOES
SALE
Search
0
→
01
ADD TO BAG
6
2
4
3
1
5

FREE SHIPPING ON ALL ORDERS

DOONEY & BOURKE

Three easy payments on select styles with dooneypay (Details)

Pebble Grain Crossbody

★★★★★ 4.7 (493) Write a review

$188.00

■ ■ □ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

$141.00 ~~$188.00~~

■ ■ ■ ■ ■ ■ ■

Color: Black

Style #: R264 BL

$188.00

3 payments of **$62.67** with dooneypay

Availability: In Stock

Designer Notes −

The rich texture and exceptional durability of Pebble Grain leather has made it one of our most popular collections. The slim, hands-free crossbody is also a fan favorite. With just enough space for essentials, it's the ideal companion for weekend errands or happy hour with friends.

Product Details +

Care & Cleaning +

Pairs Well With

PEBBLE GRAIN ZIP CLUTCH	PEBBLE GRAIN ZIP AROUND PHONE WRISTLET
$128.00	$118.00

Designer Notes

Detail One

Rich top-grain, textured pebble grain leather.

Detail Two

Crisp, smooth Vacchetta trim leather.

Detail Three

Signature 'Dooney 1975' gold-finished logo plate.

Detail Four

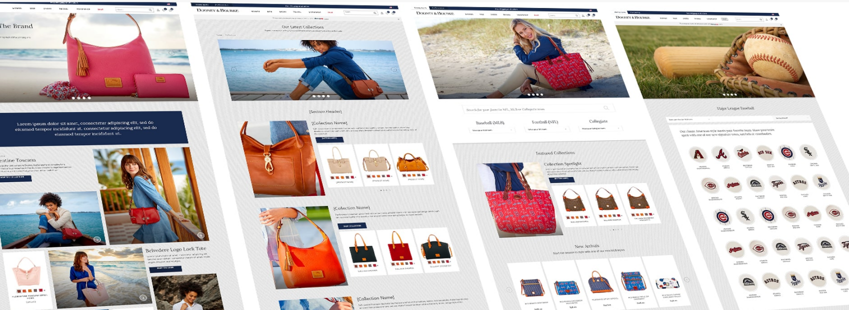
A front slip pocket keeps small necessities within reach.

Detail Five

Reinforced leather corners ensure lasting quality.

Detail Six

A zip top closure keeps valuables secure.


DOONEY & BOURKE

The Brand

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut. consectetur adipiscing elit, sed do eiusmod tempor incididunt ut.

eatine Toscana

Belvedere Logo Lock Tote

Our Latest Collections

[Section Header]

[Collection Name]

[Collection Name]

[Collection Name]

Search for your favorite NFL, MLB or Collegiate team

Baseball (MLB)

Football (NFL)

Collegiate

Featured Collections

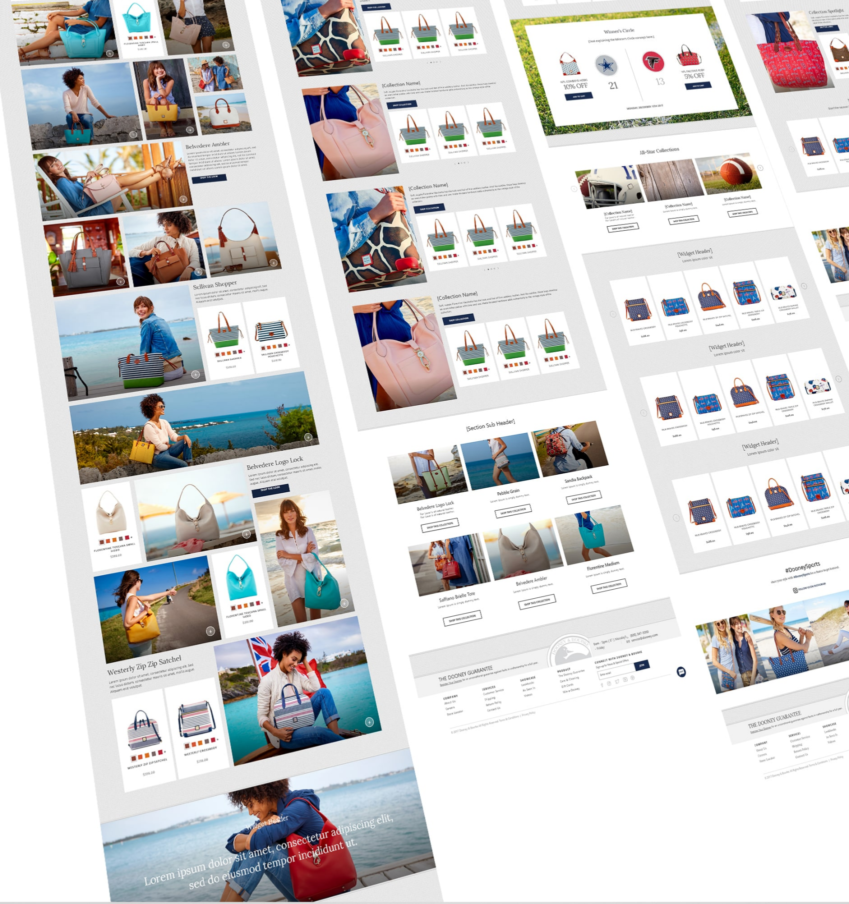
Collection Spotlight

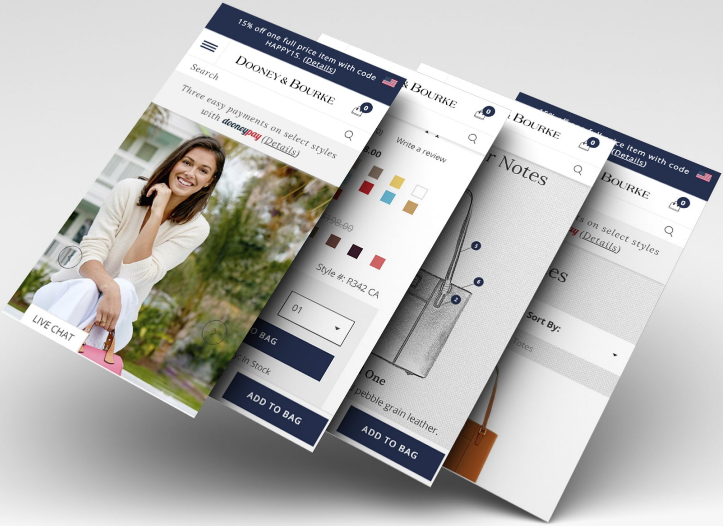
New Arrivals

Start the season in style with one of our new MLB styles

Major League Baseball

Our classic American style meets your favorite team. Show your team spirit with one of our new signature totes, satchels or crossbodies.


Belvedere Ambler
Sullivan Shopper
Belvedere Logo Lock
Westerly Zip Zip Satchel
Widget Header
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut.
[Collection Name]
[Collection Name]
[Collection Name]
[Section Sub Header]
Belvedere Logo Lock
Pebble Grain
Sandia Backpack
Saffiano Brielle Tote
Belvedere Ambler
Florentine Medium
Winner's Circle
10% OFF
21
13
5% OFF
All-Star Collections
[Widget Header]
[Widget Header]
[Widget Header]
#DooneySports
THE DOONEY GUARANTEE
THE DOONEY GUARANTEE
Collection Spotlight



15% off one full price item with code HAPPY15. (Details)

Three easy payments on select styles with dooneypay (Details)

Dooney & Bourke
Search
0
LIVE CHAT
Write a review
$498.00
Style #: R342 CA
01
ADD TO BAG
In Stock
Notes
One
pebble grain leather.
Sort By:
Totes

Crossbody

Shoulder Bag

Jewelry

Luggage

Top Handle

Travel

Wallet

FEEDBACK

> “ SHAWN HAS BEEN AMAZING ON THIS PROJECT. HE CAN DESIGN. HE HAS A STRONG TECHNICAL BACKGROUND. AND HE KNOWS HOW TO MANAGE US. HE'S GOOD AT PROVIDING HIS PERSPECTIVE AND PUSHING BACK. THE PROJECT IS COMING ALONG WELL, AND IT WOULDN'T BE HERE WITHOUT HIM. I CAN'T WAIT TO SEE THE SITE LIVE. IT'S GOING TO BE STUNNING. ”

PETER B. | BRAND STRATEGY, MARKETING AND E-COMMERCE

LEARN MORE:

WWW.SHAWNKELSHAW.COM

“The more engaged users are, the more functionality an application can sustain.”

- Jakob Nielson

SHAWN@SHAWNKELSHAW.COM
@SHAWNKELSHAW
(303) 269-1421
SAVANNAH, GA