Douglas
Shawn Kelshaw

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Freelance Lead Product Designer, Springwater Studio
2013 - PRESENT

Seasoned Design Thinking Strategist and team-building Product Designer, mentor and coach with 10+ years driving and designing impactful digital experiences of varying degrees of complexity and across a range of industries.

SELECTED EXPERIENCES

Principal Product Designer, BuiltSBR (NDA)
Dec '23 - Present

Leading the end-to-end product design for first-generation B2B / B2C service provider responsive Web and native iOS featuring conversational user interface and artificial intelligence intent matching powered by IBM WatsonX.

Key achievements
- Conceptualizing and designing a functional product from scratch
- Customizing IBM's open-source Carbon, enterprise-level design system using Figma
- Planning and conducting strategic and evaluative user research sessions
- Compiling and managing research findings and producing supporting archetype and persona documentation
- Facilitating weekly Design Thinking workshops with stakeholders, engineers and end-users

(Interim) Product Designer, Fleet Cost & Care
4 mos

Complex SaaS platform supporting the dispatch of industrial cranes, front loaders, trucks and trailers. This was a hard-capped 3-month project engagement to keep design moving forward during a transition from one off-shore development provider to another.

Key achievements
- Assessed and enhanced the user experience and interactive outputs of an offshore development team falling short of client expectations
- Conducted onsite and virtual end-user research and field study interviews with 20+ crane dispatchers
- Began Figma component repository inspired by Microsoft's Fluent 2 open-source design system
- Produced various design and alignment artifacts and facilitated Design Thinking workshops with internal stakeholders

Conversational User Interface Designer, Ernst & Young
5 mos

This IBM Watson artificial intelligence chatbot involved collaborating with an external, offshore IBM Watson team on an enterprise-wide AI Chatbot (Goldie) that would sit alongside EY's Success Factors Performance Management serving 250,000 EY professionals across 150 countries. The effort was suspended after the announcement of ChatGPT and later migrated to Microsoft Azure OpenAI.

Key achievements
- Evangelized IBM's published best practices to improve internal workflow efficiency by 200%
- Participated and facilitated Design Thinking workshops and daily design sprint activities
- Managed and branded two Figma design systems inspired by IBM Carbon and Microsoft Teams open-source user interface repositories

Information Architect, Shaw/Scott (Prosper)

4 mos

Conducted internal user experience and information architecture audit of 32 complex automated email marketing campaign workflows serving the consumer loans and credit card banking sector.

Key achievements

- Visualized and mapped each campaign's event triggers and conditional logic branching using the Jesse James Garrett Visual Vocabulary best practices
- Overlayed and scrutinized audit findings to identify and correct 56 user experience citations resulting in 26% customer complaint reduction and 116% increase in click-through rates

Lead Product Designer - Payments & Transfers, Wells Fargo

8 mos

Provided end-to-end visual and interactive design solutions for consumer credit cards, money transfers (excluding Zelle) and Payments (car and home loans).

Key achievements

- Provided proof-of-concept responsive Web solution allowing consumer banking customers to stop recurring automated clearing house debit and credit card transactions
- Mentored 2 junior designers and facilitated daily design sprints with product owners and engineers
- Contributed design solutions in reaction to sprint backlogs and user stories
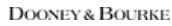
Lead UX Designer, Dooney & Bourke

5 engagements over 3 years

Led the responsive and native iOS redesign efforts for two consumer facing eCommerce Web properties delivering American luxury leather goods.

Key achievements

- Spearheaded a three-year responsive redesign overhaul initiative
- Facilitated Design Thinking workshops and daily design sprints with three key stakeholders and offshore engineers
- Resulted in significant improvements in user acquisition (+1.6%), retention (-3%), and conversion rates (+2%)
- Focused on revamping browse and shop funnels
- Refined and redesigned product registration process

Lead UX Designer, AT&T

2 engagements over 2 years

Led the responsive and native iOS redesign efforts for two consumer facing eCommerce Web properties delivering American luxury leather goods/

Key achievements

- Designed and defined next-generation enterprise design standards for responsive data tables and product tiles impacting millions of monthly Web views
- Produced interactive and dynamic Axure prototype of complex B2C eCommerce checkout funnel for formal evaluative moderated and unmoderated cognitive walkthroughs
- Participated in formal research activities and reported on findings which solidified decision to overhaul entire checkout funnel

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EDUCATION

Savannah College of Art & Design

Bachelor's of Art || Illustration and Computer-aided Design || 1999

CERTIFICATIONS

Design Leadership Studio Skills Development Program

International Associates || Jesse James Garrett || Dec '24

Enterprise Design Thinking Practitioner

IBM

Enterprise Design Thinking Team Essentials for AI

IBM