Shannon S. Austin
Digital Designer

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Brand Statement

I am a Designer with a background in Illustration and Healthcare. Using the latest design rationale, I transform abstract client visions into compelling designs. My attention to detail helps me produce lean interfaces that enhance the user experience throughout the product life cycle and prioritize accessibility, empathy, and the latest visual designs.

Skills

Research |Storyboarding, Affinity Mapping, Competitive Analysis, Contextual Inquiry, Product Strategy, Personas, Growth Strategy, User Research, Surveys, Usability Testing, User Needs, Agile Development
Design |User Workflows, Information Architecture, Design Patterns, Prototyping, Storytelling, Systems Thinking, Wireframing, Product Development, Mobile Platforms, Interaction Design, Typography
Tools |Figma, Adobe Creative Suite, Google Workspace, Notion, Clip Studio, Midjourney, Wix Studio
Other | Problem-Solving, Agile Methodologies, Collaboration Skills, Strong Visual Design, Adaptable

Professional Experience

Freelance Work | Ux Projects   **23 - Present**

Myers Jackman | Solo Project | Designed a responsive website for a luxury spa startup that allows contact, service viewing, and online booking. The site was built on a platform for new users to input updates and edit efficiently.
- Qualitative & Quantitative research on ideal users' habits, pain points, and needs.
- Design and iterate mockup User Flows based on user feedback
- Website creation and client walkthrough via Wix Studio platform

General Assembly | Ux Projects   2023

HiFi Bridge | Lead Researcher | Designed a mobile and web merchant dashboard and landing page for a cryptocurrency blockchain startup that converts digital assets for the merchant
- Performed User Interviews and developed proto-personas with user responses
- Designed empathy maps and User Journey maps Based on User Interviews & Cyber Security Research

PetSmart Project | Lead Researcher | Design a mobile app for vet services to streamline the appt process
- Performed User Interviews and Affinity Mapping with user responses
- Designed storyboards and User Journey maps after user interview research
- Designed and iterated wireframes and prototypes for the employee-facing side of the app.

Timeless Island Visions | Solo Project | Design & rebranding of a desktop site for two local souvenir shops
- Performed Qualitative and quantitative Interviews with 10+ people to determine the best design
- Designed a sitemap to visualize the best layout for both shops under one site

Freelance Illustrator/Artist   Current
- Character Design, Storyboarding, Digital page design and layout, Digital vignettes, medical illustration, Concept sketches, Flatting
- Awarded Honorable Mention for call to action competition for still life acrylic painting.

Higher Education

Coursera/Google | Project Management (Scrum & Agile) | Remote
General Assembly | UX Design Immersive | Remote
Academy of Art University | Illustration | Remote
US Army | Advanced Individual Training Certification - Operating Room Technician | Ft. Sam Houston, TX