SHAUN KELLY

Senior UX / Product Designer

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PROFILE

Senior UX and product designer with 20+ years creating clear, intuitive experiences across complex enterprise tools, mobile products, automotive/mobility, gaming and e-commerce. Strong end-to-end practice spanning discovery, interaction design, prototyping, usability testing, visual design and developer handoff. Known for simplifying complex workflows, building shared product vision across engineering and product teams, and using research and iteration to improve measurable outcomes. More recently applied the same human-centred design approach to physical product design, client discovery and 3D spatial design for custom campervans.

CORE STRENGTHS

UX / Product Design
User-centred design • Interaction design • Information architecture • Responsive web • Mobile iOS/Android

Research & Validation
Usability testing • Remote & in-person research • Prototyping • A/B testing • User feedback synthesis

Complex Systems
Enterprise workflows • Incident management • Automotive/mobility • Design systems • Developer tools

Collaboration
Product strategy • Stakeholder workshops • Engineering partnership • Design critique • Developer handoff

Design Craft
Wireframes • High-fidelity UI • Rapid prototypes • Visual design • Specifications / redlines

Tools
Figma-ready workflow • Sketch • InVision • Zeplin • UserTesting.com • Adobe Creative Suite • HTML/CSS

PROFESSIONAL EXPERIENCE

Founder, Product Designer & Builder | Pacific Vans / Vanbase 2018–Present

Netherlands / Washington, USA

Design-led campervan business translating client needs, budgets and outdoor lifestyles into highly functional physical products.

- Lead client discovery from needs and constraints through concepts, 3D layouts, specifications, itemized pricing and build execution.
- Designed clean, space-efficient interiors and off-grid systems, balancing usability, manufacturability, cost and real-world constraints.
- Created the brand, website, marketing materials and customer-facing product experience; operated the business across the US and Europe.

Senior UX / Mobile Designer | Microsoft (via AIM Consulting) May 2017–Sep 2018

Redmond, Washington

Designed mobile and web experiences for Microsoft engineering services, including an incident-management product used by on-call engineers.

- Owned ideation, detailed interaction design, prototypes, usability testing, production assets and developer handoff for iOS, Android and web.
- Designed the IcM mobile experience for engineers responding to live incidents away from their desks; the product reduced incident response time by 14 minutes.
- Redesigned the IcM overview experience to surface incident, team and service status more clearly and improve operational decision-making.
- Worked on complex Azure/Cloud Engineering Services workflows used across Microsoft engineering.

Senior UX Designer | INRIX Jul 2014–Oct 2016

Kirkland, Washington

Senior designer for mobile and automotive experiences across traffic, parking and incident data products.

- Led UX for the iOS and Android driving app, from interaction models and prototypes through testing, UI assets and engineering handoff.
- Redesign helped lift the app's average store rating from 1.5 to 4.5 and supported new services for automotive customers.

- Senior designer on the OpenCar automotive design system.
- Ran remote usability studies that gave leadership and product teams a shared view of user problems and design priorities.

Senior UX/UI Designer | WildTangent Games Jun 2013–Jun 2014

Redmond, Washington

Led UX design for web and mobile game-discovery experiences.

- Introduced a clearer UX design process for an Android app redesign, aligning stakeholders and giving product and engineering teams actionable deliverables.
- Created visual designs, clickable prototypes and facilitated internal and external usability testing across web and mobile.
- User testing of the existing game portal informed a broader redesign of the site experience.
- Prototyped an AT&T onboarding concept that contributed to a commercial contract.

Senior User Experience Designer | Medio Systems Dec 2010–Jun 2013

Seattle, Washington

Designed mobile portals, recommendation experiences and app SDKs for major carrier and mobile clients.

- Led UX for T-Mobile mobile experiences and worked closely with engineering and analytics teams on user engagement.
- Created responsive onboarding patterns that saved approximately one week of development per device.
- Led a mobile web portal redesign that increased revenue and earned direct recognition from T-Mobile product leadership.
- Designed an SDK experience enabling developers to add app recommendation and reward features.

Web Designer II / Senior Web Designer | PopCap Games Dec 2006–Dec 2010

Seattle, Washington

Designed and built consumer web and e-commerce experiences for one of the leading casual game studios.

- Redesigned PopCap's cart/purchase flow using user-testing insights; conversion improvement exceeded the project goal.
- Contributed visual design, information architecture, HTML, CSS and JavaScript to major site redesigns.
- Designed game micro-sites and digital experiences for titles including Plants vs. Zombies, Peggle and Bejeweled.
- Designed and iterated the trial-game wrapper through A/B testing.

EARLIER EXPERIENCE

Melodeo (acquired by HP) — Web Designer • CarDomain — Flash Designer • Dwango Wireless — Web/Mobile Designer • SMO Multimedia — Web/Touchscreen Designer • RevX — Web Designer

PROFESSIONAL DEVELOPMENT & EDUCATION

Lean UX — Jeff Gothelf, UI20 Boston • Goals & Priorities — Bruce McCarthy, UI20 Boston • Usability Testing Workshop — Seattle • Content Strategy — Kristina Halvorson, Future of Web Design

Strategy Computers, Bellevue — Web Development (HTML, CSS, hosting, databases, ASP) • Everett Community College — Multimedia Design • Stanwood High School — Web Design & Multimedia; statewide web design contest winner

Early-career internship at RevX: design, HTML, CSS and JavaScript.