

to unlock:"datatables"

## WORK EXPERIENCE

### Rockstar Games / NYC, NY Senior UX Designer, Live Operations

October 2021  
-Present

- Redesigned vision of an internal platform used by Rockstar Games and contract customer experience agents, game designers, security operations, quality assurance, and marketing.
- Conducted product/project planning and presented current state, heuristic reports, user interviews, wireframes, prototypes, and business investment/returns based on research.
- Established internal tool design systems, analytics setup, knowledge-sharing, research objectives, and user-centered design education for non-designers.
- Mentored junior designers and teams and led collaboration between game UX, research UX, website UX, production, art, development, and tools to ensure holistic product, research, and design alignment.
- Designed and implemented strategies to increase experience design maturity through design operations work.

### General Assembly / NYC, NY Lead UX/UI Instructor

February 2021  
March 2019-

- Taught both in-person and through Zoom (starting in 2020), keeping up the energy for learning both live and remote using proven psychological strategies in order to facilitate a better chance of knowledge retention.
- Created informational classes, projects, products, and workshops for adult learners; utilized various strategies to improve student understanding of complex concepts to aid their true learning.
- Managed entire classes of students (30+) as well as instructional associates who were charged with assisting me in my many duties, helping them continue learning and teaching them leadership skills. Acted as product manager for students as they completed projects and tasks, leading them to improvement and growth.

### Bluewolf, an IBM Company / NYC, NY Senior UX/UI Designer

February 2019  
March 2016-

- Implemented experience design into a company new to UX designers for agency work in Salesforce.
- Created a UX methodology and conducted internal educational sessions on UX and Design Thinking.
- Demonstrated the value of user-centered design to co-workers, clients, and stakeholders.
- Developed reusable systems and components using Salesforce VisualForce, Lightning, and Communities.
- Achieved higher experience design maturity in the NYC office and facilitated developer growth.
- Successfully designed projects for Merck, Vivint, T-Mobile, GSK, AMEX, Coca-Cola, Sensus, etc. ([more info on next page](#))

## SKILLS

- Expertise in SaaS, B2B, Staff Experience, Platform, highly-technical design, game UI
- Generalist UX Skills (research, sketching/visual design, prototyping, information architecture, interaction, etc.)
- Product Design (business requirements, project planning, metric-gathering, strategy, etc.)
- Service Design (workflow design, internal tools, design operations, etc..)
- Communication (presentations, workshops, interviews, content strategy, copywriting, developer relations, etc.)
- Leadership (mentoring, teaching, workshop creation, team building, cross-/multi-functional teaming, etc.)

## SPECIFICS

- Figma • Sketch App • Adobe Creative Suite • Salesforce • SaaS • B2B/B2C • Game UI • UXR • Zeplin • Google Suite • Slack Keynote • Onboarding • Service Design • Invision • Cross-Functional • Project Planning • RFP • Course Creation • Sketching Component Design • Design Systems • Design Operations • Jira • Innovation • Mockups • Wireframes • Collaboration • HCI • Systems Thinking • Storyboards • Business Reqs • Collaboration • Creative Problem-Solving •

Additional Info on Next Page

# IBM CONSULTANT WORK

## Coca-Cola Company / Atlanta, GA Lead Product/Service Designer

September 2018  
February 2018-

- Developed a global template for an internal site to manage employee support and tickets across multiple help desks with diverse methodologies.
- Created two distinct views: an Associate view with self-help knowledge and support contact options, and an Agent view with internal knowledge and tools for case and ticket management.
- Collaborated with designers, developers, engineers, architects, stakeholders, users, and business leaders to ensure optimal functionality, branding, and reduced technical debt.
- Achieved outcomes including help desk alignment, establishment of a global support methodology, integration of service design, and enhanced efficiency in employee support.

## American Express / NYC, NY Senior UX/Service Design and Consultant

January 2017  
October 2016-

- Transformed the matrixed internal marketing campaign process into a unified Salesforce Lightning experience.
- Collaborated with Salesforce system architects, product owners, change management, stakeholders, legal, developers, and future users to ensure alignment of product and strategy.
- Established a foundation for consistent product appearance and functionality using strict system constraints, out-of-the-box Salesforce solutions, custom elements, style guides, use-cases for component utilization, and reusable components.
- Achieved outcomes including alignment of product owners, technology, and business, as well as faster turnaround for marketing materials.

## Vivint / SLC, UT Senior UX/Product Designer

October 2017  
July 2017-

- Conducted research on call-center employees to create relevant personas and user-journeys for design and functional decisions.
- Collaborated with Salesforce system architects, engineers, project owners/managers, stakeholders, developers, and future users to ensure the back end supported an intuitive front end experience.
- Developed a call-center application that integrated 8+ programs into a single Salesforce-run application.
- Achieved outcomes including reduced employee training time, decreased user errors, increased retention, and improved user satisfaction.

## OTHER POINTS OF INTEREST

- Part Time HCI Instruction 2022 - Kingsborough Community College
- Game Jams as UI/Product/Interaction/Level Designer - Ludum Dare, Playcrafting, Microsoft
- Hackathons with IBM as well as outside service design projects
- Panel speaker on: Inclusivity in Design, Accessibility in Design, Ethics in Design, Psychology and Technology
- Volunteer teaching/mentorship in UX design to youth and underprivileged folks - Chicktek, YearUp
- Moderator for UX Designer Slack - Designer Hangout
- Teaching English and technology to new immigrants - Welcome Home JC
- Fostering dogs - Waldo's Rescues
- Continual learning: Working on my EMBA - Quantic
- I like to redesign [my portfolio](#) to match the Pantone color of the year
- I can talk about psychology and the human brain for hours

## EDUCATION

University of Toronto  
Honors Bachelor of Arts (English) 2008

Quantic School of Business  
Executive Master of Business Administration January 2025

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Sh-Allen Oz-Walled  
**Shalyn Oswald**

Product/Staff/User  
**Experience Designer**