



# SHALYN OSWALD

UX Designer/  
Writer

shalyn.oswald@gmail.com

www.shalynoswald.com

Jersey City, New Jersey

(201) 562-7752

As a person who strives to continue growing and learning, I find inspiration in many strange and wonderful areas of life, as well as in the areas that some would consider ordinary. User experience designing allows me to give purpose to my creative side, while satisfying my tendency to be analytical and detail-focused.

## Education and Training

**User Experience Design Immersive,**  
General Assembly NYC Summer 2015

**Copywriting Graduate Course**  
University of Toronto, ON 2009

**Honors Bachelor of Arts, Specialist in English**  
University of Toronto, ON

**Runnymede Collegiate Institute**  
Graduated with Honors, Award in Music



## Professional Experience

### **User Experience Design Immersive, General Assembly, June - August 2015**

- A three-month immersive course learning all aspects of user experience design, including user research, persona creation, layout design, business and user goals.
- Turned data into design and learned how to present these findings to stakeholders and developers.

### **User Experience and Redesign Consultant, Charity Miles, July - August 2015**

- Was tasked with helping to find out why the app had such a large 'bounce' and 'exit' rate at certain stages, and to come up with solutions to fix those issues, as well as encourage more daily use of the app.
- Sifted through and organized almost 1800 survey results to find the best interview candidates and the features that most people wanted.
- Created an extensive 'fix' list for the app, as well as redesigned the current app to encourage daily use through social accountability and teamwork.

### **Website Design and Sales Associate, Absynthetika Designs, from 2008 - present**

- Redesigned entire website, organizing necessary information in logical areas and allowing for future e-commerce development.
- Created all illustrations and branding for the company.
- Attended conventions and trade shows, helping both men and women feel comfortable enough to talk to me about their body issues. This practice has helped me to further understand and empathize with customers, which influenced my ability to properly word surveys and conduct user interviews.

### **Insurance Claims Assessor, Desjardins Financial Security, Toronto, ON, 2008 to 2011**

- Maintained company policy, codes, and rules, paying out thousands of dollars per day.
- Communicated with policy holders to determine claimed loss and the extent of insurance coverage.
- Learned new business systems and held to a strict error and output percentage.

## Hardware and Software



Omnigraffle



Google Analytics



Google Forms



Android



Illustrator



Photoshop



Sketch



inVision



POP



Axure



Mac/iOS



Keynote



Trello



Google Drive