

Design

- User Experience
- User Interface
- Product
- Styleguide
- Templates
- Copywriting
- Sketching
- Prototypes

Research

- User Experience
- Personas
- Journey Maps
- Content Strategy
- Information Architecture
- Interviews
- User Testing

Leadership

- Mentoring
- Course Creation
- Program/Product Alignment
- Agile/Sprints
- Facilitation
- Client Presentations

Programs

- Sketch App
- Adobe Creative Suite
- Invision
- Omnigraffle
- Zeplin
- Keynote

Systems

- Salesforce (Lightning, VisualForce, Communities)
- Google Drive
- Box.com

Education

- Honors Bachelor of Arts English Specialist University of Toronto
- UX Design Immersive General Assembly
- Salesforce Admin Cert.
- Salesforce Sales Cloud Cert.
- Salesforce Community Cloud Cert.

Career History

03/2016 - Present Bluewolf, an IBM Company, NY, US

Lead UX/UI Designer

- Led the charge in implementing design into a the company, which is a Salesforce partner global agency, by creating a UX methodology, running internal educational sessions and classes on UX and design thinking, training co-workers in user-centered design
- Continually show co-workers, clients, and stakeholder the value of user-centered design; working on-site with client to help them realize their needs and materialize their ideas.
- Work creating systems using Salesforce VisualForce, Lightning, and Communities.
- Designed successful projects for Merck, Vivint, T-Mobile, GSK, AMEX, Coca-Cola, etc

02/2018 - Present Coca-Cola Company, GA, US

Lead UX/UI Designer

- Creating company-wide internal site for support and ticket-management across multiple help desks. The associate view contains self-help knowledge as well as the ability to contact support via live chat and calls, as well as directly create support tickets; agent view is their own knowledge and the cycle through their cases.
- Continually working directly with system architects, project owners, stakeholders, developers, and future users to make sure that everyone is aligned and that we are moving in the right direction to ensure project success. Quick iteration on issues.
- Responsible for owning look and feel and working with the teams to make sure we aren't creating too much technical debt while still providing best-in-class look and functionality.
- Persona and journey maps, informational presentations, mockups, and user-story creation.

07/2017 - 10/2017 American Express (AMEX), NY, US

Lead UX/UI Designer

- Worked to bring Salesforce Lightning into the internal campaign marketing process, integrating many different applications into one and creating a cohesive and intuitive experience for users who have never used Salesforce.
- Worked directly with system architects, project owners, stakeholders, developers, and future users to keep everyone was aligned and moving in the right direction to ensure project success.
- Created a consistent look and feel using very strict system constraints, as well as a style-guide, use-cases for component utilization, and custom re-usable components.

10/2016-01-2017 Vivint, UT, US

Lead UX/UI Designer

- Researched call-center employees (users) for the company and created applicable personas and user-journeys by which to base design and functional decisions.
- Solo-designed an entire call-center application system that integrated 8+ programs into one Salesforce-run application. Worked closely with solutions architects to make sure that the backend was designed in a way that contributed to a good experience on the front end.

07/2014 - Present Freelance Web Design, NY, US

Website Design/Creative

- Logo and brand design, content strategy, copy, and website design for Absynthetika Designs
- Content strategy, copy, website design for The Hair Room JC (www.thehairroomjc.com)
- Website and template design for Softnetworks Inc
- Mobile application redesign for Charity Miles

Extra Stuff

- Moderator for UX designer Slack community - Designer Hangout
- Volunteer teaching UX design to youth - Chicktek, YearUp
- Hackathons and Game Jams - Ludum Dare, Playcrafting, Microsoft, etc.

Say Hi!

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