

# SHANNON BROWN

## SENIOR UX DESIGNER

Based in New York City  
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### EXPERIENCE:

1/2020 – Present

#### **CENTENE CORPORATION** / *Lead UX Designer*

[www.centene.com](http://www.centene.com)

At Centene, my role is to establish a human-centered design process that can be applied widely across products in the Enterprise Data & Analytic Solutions organization, and to improve new and existing products the UX Design methodologies.

- Evangelize the value human-centered design widely across the organization.
- Establish a lean UX process for use in an agile environment.
- Conduct UX research to define users and problems to be solved including personas, journey maps, and point of view statements.
- Lead ideation sessions with cross-functional teams to explore solutions.
- Create non-coded application prototypes (low-high fidelity) in Figma and Adobe XD.
- Perform usability testing to inform design decisions prior to product development.
- Develop a set of heuristics and tool agnostic styles for use in all BI products.

5/2015 – 8/2019

#### **TERADATA** / *UX Designer*

[www.teradata.com](http://www.teradata.com)

At Teradata, I designed applications and analytic dashboards for internal products and external clients including Procter & Gamble, Centene, Celgene, Prudential, HealthTrust, and others.

- Lead design workshops with clients to perform lean user research and brainstorm solutions.
- Produce prototypes for applications built in MicroStrategy, Tableau, and Covalent.
- Design final high-fidelity mockups and annotated style guides for developers.
- Work with Teradata's artificial intelligence teams to design AI applications in the banking, transportation, and marketing industries.
- Participate in pre-sales efforts with Teradata account executives to win business and estimate time and budget for engagements.

9/2001 – 05/2015

#### **UX CONSULTANT** / *Web & Mobile Applications*

[www.shannon-brown.com](http://www.shannon-brown.com)

#### **Pearson Learning** / *UX/UI Designer (iOS / Win8 Apps)*

At Pearson Learning, I worked with a team of UX consultants to redesign the Pearson's System of Courses (PSoC) tablet-based learning software for public schools grades K-12.

### SUMMARY:

Relentless user advocate and champion of human-centered design.

Full stack designer, excellent communicator, and skilled at storytelling through analytics.

### SKILLS:

- Sketching & Wireframing
- Rapid Prototyping
- High Fidelity Mockups
- Requirement Gathering
- HTML/CSS
- Agile Methodologies
- User Research
- Journey Mapping

### SOFTWARE:

Adobe Creative Suite, Figma, Sketch, MicroStrategy, Tableau, Microsoft Office Suite, JIRA, Camtasia Studio, iMovie, Sublime Text

### Operating Systems:

Macintosh / Windows

### EDUCATION:

#### **Marshall University**

Bachelor of Fine Arts (BFA)  
Huntington, WV

#### **NYU New School**

Web / App Design Courses  
New York, NY

#### **BCS – Chartered School for IT**

Certification in UX Design  
United Kingdom

### OTHER:

Knowledge of Accessibility Guidelines for Mobile Design

Certified CPR Instructor with the American Heart Association

- Participated in group journey mapping and sketching exercises.
- Delivered wireframes and high-fidelity mockups.
- Gathered testing feedback from stakeholders and subject-matter experts.
- Created annotation documentation for development teams.
- Performed accessibility reviews and made recommendations for improvement.

### ***NBCUniversal | Visual Designer***

At NBCUniversal, I worked as a Visual Designer on a cross-disciplinary team in an agile environment to redesign Oxygen Media's live TV schedule and video player site.

- Created high-fidelity responsive designs in desktop, iPad, and mobile layouts.
- Created visual designs for additional TV properties including Syfy, CNBC, E!, Esquire, Sprout, Telemundo, Mun2, and Bravo.
- Prepared annotation style guides for development team.

### ***Additional Clients Include:***

- **AmeriCares:** UX/UI for E-Commerce Site
- **AOL:** HTML Emails, Print Material
- **Bloomberg:** Infographics and Print Design
- **Edelman PR (Citibank, Tupperware):** HTML Email Design
- **Equinox Fitness Clubs:** HTML/CSS Dev, Email & Presentation Design
- **MSL Group (Samsung, Febreze):** HTML Email Design, Print Design
- **Tate's Bake Shop:** UX/UI for Ecommerce Site

9/2006 – 05/2010

### ***COLEMAN RESEARCH GROUP | Design Director***

At Coleman Research Group, I performed UX/UI design and front end development for the company's proprietary software, Knowledge Broker, a portal used by CRG's employees and their external clients (institutional investors) to manage day-to-day operations.

- Worked with a cross-functional team in an agile environment to determine best possible solutions for the application.
- Conducted users and stakeholders interviews to determine product features for various personas.
- Created wireframes and high-fidelity designs for the application.
- Built front end HTML/CSS for the application.
- Created annotated style guides and specs for develop
- Designed, developed and maintained CRG's public-facing websites.