

SHAWN COOK

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[shawncookdesign.com]

Product Design
Branding
Illustration
Artwork

Skills

Product Design
Web applications
Native mobile applications
Design-thinking
Wireframes
Customer Journey
User Interface Design
Visual Design
Visual Identity
Design Systems
Modular-thinking
Rapid-prototyping
UX Research
Information Architecture
Figma
Adobe
Sketch

Education

University of California,
Santa Barbara

Ma: Studio Art

Mi: Professional Writing, Technical
Communications

Full-time Employment



Zapier | Senior Product Designer

San Francisco, CA • (2/2019 - 6/2023)

- Led initiatives in acquisition spaces to identify opportunities to help make automation easier for new customers; done with user interviews, rapid prototyping & a variety of qualitative research methods.
- Used experiments to help shape designs and design thinking for helping users understand how to connect their applications to create automated solutions.
- Led design sprints for multidisciplinary teams to help frame problems to be solved, and to help shape design solutions.
- Collaborated closely with Design Systems team to help create patterns, styles, modules, and visual systems enabling a consistent design language.

Skills: UX Research • Information Architecture • Customer Journey • User Interface Design • Visual Design



Life360 | Senior Product Designer

San Francisco, CA • (6/2017 - 10/2018)

- Led innovation in on-boarding to improve activation rates and to enable users quickly find value by creating their own social circle.
- Performed a UX audit of user journeys starting from acquisition channels to consistency monthly activity; identified several places to improve the experience and core metrics.
- Led design sprints for product teams which helped shape multiple solution paths and influenced prototyping moving forward.
- Identified numerous core areas throughout the app which could benefit from longer term vision work; designed north-star aspirational product visions from which smaller project work was distilled.

Skills: UX Research • Information Architecture • Customer Journey • User Interface Design • Visioning



Glassdoor | Lead UI/UX Designer & Senior Designer, Marketing

Mill Valley & San Francisco, CA • (2/2014 - 6/2017)

- Led design initiatives for brand new products with close collaboration with the Head of Product; projects spanned both B2C and B2B product areas.
- Designed new visual systems and interfaces (including global home page & dashboard) while interfacing with brand and marketing groups to ensure tight consistency and messaging.
- Led design sprints for design teams to help ideate and shape solutions across the full scope of the product including the mobile app.
- Mentored junior and mid-level designers to elevate their skill-sets and help them understand design process more comprehensively; weekly check-ins and goal reviews.

Skills: New Products • Information Architecture • Customer Journey • User Interface Design • Visioning



Visa | Visual UX Designer

Foster City, CA • (4/2013 - 2/2014)

- Designed a brand new payment application and system from 0-1 (Visa Checkout); including all edge-cases and permissions prompting for both customer and merchant sides.
- Presented all design-thinking and process to a product council for feedback and discussion around fitting the product into a broader suite of payment products.
- Led accessibility efforts and thinking for Enterprise UX team; created artifacts to enforce internal adherence during the design process.

Skills: New Products • Information Architecture • Wireframes • User Interface Design • Accessibility



Commission Junction | Creative Manager, Graphic Designer

Santa Barbara & San Francisco, CA • (4/2005 - 3/2013)

- Developed and designed company brand and visual identity system; collaborating with internal and external creative and development teams to implement.
- Led design initiatives for all customer facing web applications and marketing content.
- Collaborated closely with Marketing, Product, and Development teams to identify product enhancements and usability improvements.
- Designed all printed, web, and environmental elements for yearly industry conference.

Skills: Branding & Visual Identity • Web Design • User Interface Design • Print Design • Environmental Design

Freelance Work



Burning Man Project | Designer & Graphic Artist

Santa Barbara & San Francisco, CA • (4/2017 - 4/2023)

- Designed event ticket for 2019, 2020, 2022, & 2023; worked closely with the organization to create beautiful, meaningful designs that were sent to 80,000 participants and set the visual theme of the event each year.
- Designed the cover of the event guide "WhatWhereWhen" for 2017 & 2018.

Skills: Branding & Visual Identity • Print Design • Illustration