

Shannon Ray — Product Design Lead

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Experience

PRINCIPAL PRODUCT DESIGNER — BESTOW Jan 2020 - Present

SENIOR PRODUCT DESIGNER — BESTOW Sep 2017 - Jan 2020

Brought to market the core application experience as well as the customer and administrator-facing policy dashboards. All projects utilize Bestow's own early-stage design system. Post market launch, time is split between delivering new features, expanding to new distribution channels, and growth-designing the main direct to consumer sales funnel.

SENIOR DESIGNER (CONTRACT POSITION) — FORWARDXP Aug 2017 - Oct 2017

Supported company's Oculus project by fulfilling mobile design, prototyping, and 2D animation needs for developer version of Oculus Go installation app.

PRODUCT DESIGNER — ADCOLONY Aug 2015 - Jul 2017

Converted written product requirements into wireframes, prototypes, and final visual designs; served as the liaison between design team and engineering; handled internal redesigns and was one of the lead designers on the unified dashboard initiative; worked within a team of four remote designers and pushed to establish a culture of communication and collaboration.

DESIGNER — YVOLVER (ACQUIRED BY ADCOLONY) Nov 2014 - Aug 2015

Provided product design and marketing for Dallas-based mobile gaming startup. Design work included UI/UX wireframes and mockups, user flows, design and development of public website, mobile ad creation, and production of digital and physical promotional materials.

JUNIOR DESIGNER — CARBONHOUSE Aug 2012 - Nov 2014

Participated in client kick-off calls; guided clients through wireframe and design process; created and presented final design concepts; assisted development team with creating final product. Clients included major arenas, convention centers, performing arts centers, and concert halls around the world.

DESIGN ASSISTANT — AUBURN ALUMNI ASSOCIATION Summer 2011 - Winter 2011

Fulfilled Alumni Association's print and web needs; helped create and promote the award-winning, quarterly Auburn Magazine.

Education

AUBURN UNIVERSITY May 2012

B.F.A. in Graphic Design, *summa cum laude*

Skills

Mapping	Wireframing	Visual Design	Service Design	Design Systems
User Testing	HTML and CSS	Prototyping	Brand Design	Product Management

Tools

Sketch	Figma	Abstract/Git	Overflow	Adobe Creative Suite
Chrome DevTools	Lucidchart	Invision	Atlassian Suite	CMS & Email Platforms





Associations

DSVC
DesignX
Umbrella Gallery
Bold Idea
Raider.IO
Kappa Kappa Psi
Clement Arts

Interests

Calligraphy & Lettering
The Legend of Zelda
Hayao Miyazaki Movies
5 String Banjo
Australian Shepherds

Social Media

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References

Available Upon Request