

# SHANNON H. HICKS

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512-965-6282

## USER EXPERIENCE PRODUCT DESIGNER

Versatile, multi-disciplined professional with 15+ years design experience with strong interpersonal, analytical and problem-solving skills. Strategic planner skilled at translating strategy, goals, and vision into human-centered, scalable solutions.

### CAREER HIGHLIGHTS

Successfully launched a new \$7M quoting app within the 9-month accelerated deadline and exceeded the completion rate and user satisfaction goals.

Redesigned collateral templates and foundational processes which shortened project timelines by 25%.

Executed an enterprise-wide project plan coordinating five separate 12-person teams, decreasing designer's overtime by 60%.

### CORE COMPETENCIES

Steward Design from Concept to Final Code

Lead On-Site and Geographically Dispersed Teams | Empower Junior Designers

Drive Alignment | Foster Team Culture

### PROFESSIONAL EXPERIENCE

**Lead UX Product Designer, Nationwide Insurance | Remote**

**04/2021–Present**

Currently helps concept and create the features and functionality of the new customer facing digital sales' online quoting application.

- Hands-on leader who explores and promotes new ideas, partners with product and engineering teams, presents and articulates design decisions, while building collaborative relationships and product solutions in a highly ambiguous environment.
- Collaborates with core teams that include, UX/UI, product manager, product owners, business stakeholders, legal, IT, product analysis, and customer research.

**Design Consultant, Los Alamos National Laboratory (LANL) | Remote**

**03/2021–04/2023**

Hired to develop the concepts, design, and development of new communication materials for multidisciplinary, deep-tech research institutions to promote partnerships and technology transfer.

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- Collaborated with the LANL and New Mexico Lab-Embedded Entrepreneur Program (LEEP) teams on content strategy, imagery, and improvements, while leading design from concept to final deliverable.

- Audited the NM LEEP website. Identified opportunities for improved consistency in messaging and customer experience across all channels, from digital, web, and print collateral, to online events.

#### UX and Senior Visual Designer, National Instruments | Austin, TX

08/2012–12/2019

Created and streamlined global creative across all corporate channels. Successfully lead multi-national, multi-time zone teams, agencies, and contractors.

- Developed UX concepts, wireframes, and prototypes, to final design for an extremely diverse range of internal stakeholders and external engineering and research customers.
- Designed the annual Trend Watch and the Aerospace and Defense Insights campaigns.
- Created new components, patterns, and templates to be incorporated into the design standards, while working with other designers, creative agencies, and contractors to ensure brand consistency.

#### Art Director/Event Coordinator, Communities in Schools | Austin, TX

02/2009–12/2011

Transitioned to Art Director to lead all marketing efforts for the at-risk student nonprofit organization.

- Designed annual giving campaigns, print collateral, and worked with printers and vendors.
- Recruited to implement strategies to attract and retain individual and corporate sponsorships, while also planning, managing, and implementing all events.

#### Visual Designer, Olive Design Studio | Austin, TX

09/2006–08/2008

Served as lead designer for UX, campaigns, brand development, and print collateral.

- Developed creative concepts and client presentations, supervised production personnel, coordinated interns, and worked closely with programmers, as well as a variety of printers and vendors.

#### TECHNICAL SKILLS

Adobe Creative Cloud Suite	Adobe Experience Manager	JIRA, Some HTLM and CSS
Adobe Digital Asset Manager	Style Guides	Microsoft Office Suite
Figjam, Axure and Sketch	Design Systems	Wordpress and Squarespace

#### EDUCATION

Bachelor of Fine Arts (BFA), Communication Design | University of North Texas