

Shannon Hauff

Senior Product Designer, Portland OR

I'm an interdisciplinary designer with a background in challenging spaces like healthcare, finance, and public transportation. I've spent 13+ years creating solutions that balance creative broad vision with MVP practicality. My mission is to ensure every design element serves a purpose.

RELEVANT EXPERIENCE

Stride - Senior Product Designer

Startup connecting independent workers to W2-type benefits

From March 2021 - Current:

- Established Stride's first ongoing user research practice, conducting weekly interviews, user tests, and feedback sessions
- Synthesized research into polished reports, videos, decks, action plans, and presented to leadership
- Collaborated with engineering to build Stride's first company-wide design system that reduced rebrand implementation from 4 months to 2 weeks
- Improved start-to-cart conversion by 14%
- Lead designer for consumer-facing insurance shopping tool, then promoted to lead designer for all web products
- Created lo- and hi-fidelity mock-ups for stakeholder feedback and user testing every sprint

Goldman Sachs - Senior UX Consultant (Slalom Consulting)

Financial institution

From August - December 2021:

- Designed first web-based SBLOC application for brokers and consumers
- Created and managed component library across 5 designers working simultaneously on multiple use cases
- Reviewed and iterated complex flows with regulatory stakeholders and end users

Moovel - Director of Product Design

Mobile payments and ticketing SaaS for public transit agencies

From Sept 2013 - June 2018:

- Built and led a design team of 10 who were responsible for the UX of mobile and web products for over 5 million transit riders across 17 transit agencies, including Android and iOS apps for mobile payments, a companion eCommerce website, Android app for Fare Inspectors, and web-based back office management tool
- Oversaw the merger of two design teams post-acquisition, leading strategy workshops to unify product look and feel
- Developed project plans and delivery milestones for cross-departmental design system build out
- Ran qualitative research, including ethnographic studies, guerilla usability interviews in Pioneer Square, surveys, and workshops that informed product direction

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EDUCATION

Pacific Northwest College of Art

Master of Fine Arts in

Applied Craft & Design

New York University

Bachelor of Arts in Psychology

SKILLS AND TOOLS

Figma

UserTesting.com

Miro

Mobile & Web Design

User Interviews

User Testing

Wireframing

Hi-fidelity Mockups

User Flows

Personas

Rainbow Sheet

Card Sorting