

# Shannon Hauff

## Senior UX/UI Designer

I'm an interdisciplinary Senior UX/UI Designer with over 11 years of experience across healthcare, finance, and public transportation sectors. I love thinking through tough problems directly with people and finding solutions that make their lives easier.

## Relevant Experience

### Stride - Senior Product Designer

*Startup connecting independent workers with benefits*

March 2021 - Present

- **End-to-End Product Development** - lead design for "Hero" feature that increased recommended product selection by 70%.
- **Design System Leadership** - Collaborated with engineering to build Stride's first company-wide design system that reduced rebrand implementation time from 4 months to 2 weeks.
- **User Research** - Initiated and managed Stride's first ongoing user research practice, conducting weekly interviews, user tests, and feedback sessions.
- **UX/UI** - Created low- and high-fidelity mock-ups and prototypes for feedback and user testing.

### Goldman Sachs - Senior UX Consultant (Slalom Consulting)

*Financial Institution*

August - December 2021

- **UX/UI** - Co-designed first web-based SBLOC application for brokers and consumers, streamlining financial workflows.
- **Design System Leadership** - Created and managed a Figma component library across 5 designers working simultaneously.
- **Design Leadership** - Coordinated design critiques for consistency for the end-to-end experience.

### moovel - Director of Product Design

*Mobile payments and ticketing SaaS for public transit agencies*

September 2013 - June 2018

- **Project Leadership** - Built and led a team of 10 designers, 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.
- **Team Leadership** - Oversaw the merger of two design teams post-acquisition, leading strategy workshops to unify product aesthetics and functionality.
- **Strategy** - Developed project plans and delivery milestones for cross-departmental design system initiatives.
- **User Research** - Ran qualitative research, including ethnographic studies, guerilla usability interviews, surveys, and workshops that informed product direction.

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Portland, OR | Open to relocate

## Education

### Pacific Northwest College of Art

Master of Fine Arts in

Applied Craft & Design

### New York University

Bachelor of Arts in Psychology

## Skills & Tools

User Interviews

User Testing

Android & iOS

Responsive Web

Prototyping

Wireframing

Hi-Fidelity UI Design

Figma

Jira

UserTesting.com

Miro

Adobe CC

Microsoft