

# Shannon Hauff

Seasoned design leader with over 11 years of experience, including 3 years in management, adept at driving impactful change and elevating user experiences across sectors from healthcare to fintech. As a 2x founding product design leader, I have a proven track record of end-to-end product development, design system leadership, and user-centered design practices.

## Experience (Page 1 of 2)

### **Stride - Lead Product Designer**

*Startup connecting independent workers with benefits*  
March 2022 - August 2024

- **Influence** - Presented user research and best practice heuristic evaluations to influence product and design direction.
- **End-to-End Product Development** - Led 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.

### **Slalom - Senior UX Consultant**

*Professional services*  
May 2021 - March 2022

- **FinTech with Goldman Sachs** - Co-designed first web-based SBLOC application for brokers and consumers; created and managed Figma component library across 5 designers working simultaneously.
- **Automation with Five9** - Co-designed early concept Work Force Automation tool; led research interviews with end-users and stakeholders and presented themes and actions to leadership.
- **Salesforce and NovAtel** - Led design consultant for website migration from legacy site to Salesforce platform.

### **Bright.md - Senior Product Designer**

*Startup providing asynchronous healthcare to consumers and diagnostic automation tools for large-scale hospital systems*  
January 2020 - May 2021

- **Provider & Enterprise Experience** - Led design for enterprise tool that enabled providers to review, diagnose, and treat patients quickly during the first year of the global pandemic. Regularly met with our Provider Advisory Board on pain points and design review.
- **Consumer Experience** - Led end-to-end experience for consumers, including user interviews, prototyping, and user testing.
- **Accessibility** - Established in-house accessibility testing with unsighted collaborator.

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References available

## Education

### **Pacific Northwest College of Art**

Master of Fine Arts in  
Applied Craft & Design

### **New York University**

Bachelor of Arts in Psychology  
Magna Cum Laude

## Skills & Tools

Management  
Project Planning  
User Interviews  
User Testing  
Android & iOS  
Responsive Web  
Prototyping  
Wireframing  
Hi-Fidelity UI Design  
Figma  
Jira  
UserTesting.com  
Miro  
Adobe CC  
Microsoft

## Volunteer Work

### **Yakima Maker Space**

Designed and built website for non-profit artist studio Maker Space in Yakima, WA.

### **Yakima Neighborhood Health Svcs**

Designed graphic wrap for [Mobile Shower Trailer for Yakima Neighborhood Health services](#), a health care center in Yakima, WA that brings services to people experiencing homelessness.

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## Experience (Page 2 of 2)

### **moovel (prev. GlobeSherpa) - Director of Product Design (promoted)**

*Mobile payments and ticketing SaaS for public transit agencies*

January 2018 - April 2019

- **Team 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 enterprise software.
- **Project Management** - Oversaw merger of two design teams post-acquisition, leading strategy workshops to unify product aesthetics, functionality, and collaboration; developed project plans and delivery milestones for cross-departmental design system initiatives.
- **R&D Staff Designer** - Led design for in-house R&D team, designing greenfield software and hardware proof-of-concepts.
- **Design System Leadership** - Hired 3 engineers to pilot moovel's first design system for native mobile applications.

### **moovel (prev. GlobeSherpa) - Design Manager (promoted)**

March 2017 - January 2018

- **UX/UI** - Led team through comprehensive redesign of our flagship Mobility applications, leading to immediate improvements (a ratings increase of 2.1 to 4.9—see CharmPass in the App Store); fewer customer support calls, and improved client relationships.
- **Change Management** - Uplifted 12 agencies to new design 100% on-time, including in-person client presentation of redesign benefits.
- **Team Empowerment** - Supported team passion projects and personal growth that aligned with company goals, such as launching a design system, a Customer Advisory Board, and Design Week Portland sponsorship and participation.

### **GlobeSherpa - Product Designer (promoted)**

August 2013 - March 2017

- **Gamification** - Co-designed mobile scavenger hunt for TriMet's Mobile Ticketing App for riders to plan during the launch of the new light rail, the Orange Line.
- **Complex Enterprise Design Management** - Led design support for [Chicago's award-winning Ventra application](#), conducting on-site client/consumer workshops and regular design improvements.
- **Business Development** - Prepared 50+ RFP submissions to win new clients, including custom mockups, content editing, formatting, printing, packaging, and shipping.
- **Growth Mindset** - Defined system that automated white label assets from design to development, streamlining time to uplift.