



SHANNON OWENS

PRODUCT DESIGNER

📞 617.750.6173

🌐 shannonowensdesign.com

✉ shannon.owensdesign@gmail.com

EXPERIENCE

CVS HEALTH (AQUENT) JUNE 2020 - PRESENT

HYBRID UX/UI DESIGNER

Working remote on customer-facing and broker portal platforms for CVS's Medicare enrollment, homepage, pricing tool, and pharmacy locator. Rebranding CVS's Silverscript to Aetna Medicare. Using two design systems and applying new accessibility changes when necessary. Responsible for submitting and addressing defects to engineers. Performing final user acceptance testing.

WAYFAIR OCT. 2019 - FEB. 2020

ASSOCIATE PRODUCT DESIGNER

Researched, designed, and prototyped a taskboard for modelers and QA. Performed testings, information architecture, and UI patterns. Made iterations based on content strategy and user feedback. Collaborated with project managers, developers, stakeholders, etc. to maintain and define product-roadmap, backlog, vision and strategy. Incorporated both OKR and KPI models to help support design decisions. Presented findings and solutions to stakeholders.

OVIA HEALTH JUNE 2019 - AUG. 2020

PRODUCT DESIGN INTERN

Designed, documented and strategized a personalized health summary across platforms to bridge the gap between the enterprise onboarding experience and the rest of the Ovia journey. Offered future design options that would further optimize business goals and increase positive user experience.

SMARTBEAR JAN. 2019 - FEB. 2019

UX/UI DESIGN CONSULTANT

Developed an onboarding design for an API testing SaaS. Carried out user research, ideated, and tested the behavioral tracking feature. Spearheaded development of the style guide and assisted with UX strategy roadmap.

BAYSTATE BANNER JULY 2017 - NOV. 2018

VISUAL DESIGNER

Maintained branding for print and digital publications.

FIDELITY INVESTMENTS MAY 2011 - JULY 2017

GRAPHIC DESIGN ASSISTANT

Designed communication materials that assisted with the increase in client sales. Conceptualized graphics designs on 32:9 aspect ratio displays for million-dollar sale corporate contracts.

SKILLS

DESIGN

Sketching, Wireframing
User Interaction Design
User Research
User Flows Development
Competitor Analysis
Responsive Design
Rapid Prototyping
Usability Testing
Information Architecture

TOOLS

InDesign, Illustrator, Photoshop
Adobe XD
Microsoft Office
Miro
Sketch
Figma
InVision
Axure
Slack
Abstract
HTML, CSS

EDUCATION

GENERAL ASSEMBLY

UX Immersive Career Track

- 5 projects using agile and lean methodologies.
- Conducted user research, usability testing, userflows, sketches, wireframes, and prototypes.

SCHOOL OF MUSEUM OF FINE ARTS

Certificate of Graphic Design

KEAN UNIVERSITY

B.S. Graphic Communications
Minor: Business Management