

SHANNON WALTERS

DESIGN LEADERSHIP

Design Leadership

Working collaboratively with business leadership and in-house design teams to leverage qualitative and quantitative research. Work with customer behaviors and motivations insights to evaluate business solutions for customer needs; properly framing the problem at hand and translating it into actionable design recommendations that guide creative explorations.

Applying empathy, systematic thinking, and craftsmanship to strategic insights. Ultimately formulate solutions to human problems using playfulness storytelling to create experiences, products, and services that move the brand forward.

Shannon Walberg

YML

Group Creative Director

Responsible for overseeing multiple assigned portfolios and service lines as well as the mentorship and development of the brand team creatives. Provide strategic and innovative creative direction and guidance to internal, vended, and partner creative resources and production partners.

Built on strategic understanding of the creative role in product, marketing, combining business and aesthetic goals to develop new and effective approaches to complex design problems, turning ideas into tangible form. Working hands-on, with creatives, in addition to managing projects, teams, and service lines.

Clients

AAA, Champion, Kaiser Permanente, Volvo Polestar, Yeti

Salesforce

Work hand in hand with the researchers and product marketing leaders to deliver against Salesforce's ambitious digital vision. Lead the development of design strategies and align user-centered motivations and behaviors. Translate business objectives such as lead-generation, engagement and user journey to specific projects in the user experience team.

Provide leadership, mentorship, and career guidance to a team of talented designers. Build alignment and relationships with product, marketing, and engineering. Bring yourself, be hungry to learn and lead the way in our impactful and broad reaching UX organization.

YML

Salesforce

AKQA

Leo Burnett

Friday

London Bought of Camden

Present

December 2020 - July 2019

Jun 2015 - January 2015

Jun 2015 - January 2015

June 2015 - March 2015

June 2015 - August 2014

Product Design

Research & Discovery Implementation

Experience planning and implementing formative and summative User Research Methods: Contextual Inquiry, Field Observations, Lab Evaluations (to include analysis of performance, satisfaction levels, areas of frustration or miscues in navigation), Task and Work Flow Analysis, Card Sorting, Affinity Diagramming and Heuristic Evaluations

Interaction & Visual Design

Creation of new experiences through advanced design solutions that are tailored to an organizations' design culture. Where applicable create a design culture based on organizations brand. Design of deliverables including interaction flows, personas and task based journeys, prioritized feature & functionality lists, logical system flows, visual design work, and technical considerations including info-graphics.

Consumer Insight

Research customer lifecycle and personas mapping to key sales and marketing activity
Measure and optimize the buyer journey as it relates to product feature adoption and usage

Strategic Planning

Develop and implement product positioning and messaging platforms
Demand generation through strategic planning
Coordinate closely with channel marketing, product management, sales

User Experience Strategy

Defining repeatable strategic direction and best practice guidelines that ensures delivery of quality products. Passionate about modern, minimalist responsive design and persuasive design techniques.

Project Management

Excellent project planning, scheduling and analysis skills, successfully implemented multiple software development projects. Composed of multidisciplinary teams, Experience with both traditional waterfall approach and Agile methods.

Design Process

Discovery

Work together with key stakeholder to develop an understanding of the problem we are trying to solve through interviews and workshops. Defining the path to explore solutions.

Define

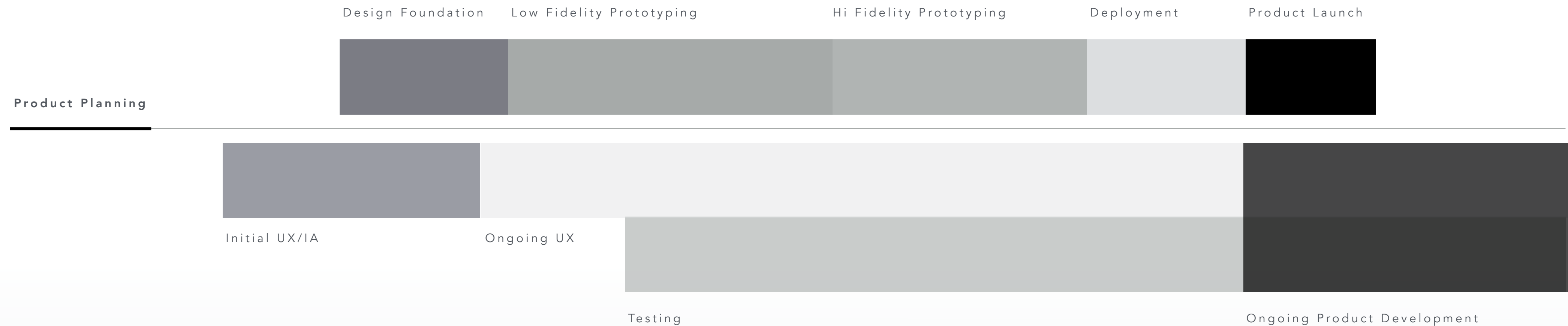
Begin drawing insights from data collected during the Discovery phase. Capturing, organizing and begin making inferences about the "what", "why" and "hows", validating assumptions with end-users.

Design

Collaborative and iterative process, building on the user feedback established in previous phases, the objective of the Design phase is to put ideas in front of users, get their feedback, refine them, and repeat. These ideas may be represented by paper prototypes, interactive wireframes, or semi-functioning prototypes.



Concurrent Design & Development Approach



Research & Discovery Implementation

Experience planning and implementing formative and summative User Research Methods.

Consumer Insight

Research customer lifecycle and personas mapping to key sales and marketing activity. Measure and optimize the buyer journey as it relates to product feature adoption and usage

Interaction & Visual Design

Creation of new experiences through advanced design solutions that are tailored to an organizations' design culture.