



Shawn Weston

UX ROCK STAR

Driven by curiosity, empathy, collaboration and process, I'm a thoughtful problem-solver who enjoys creating experiences that make an emotional connection. I embrace the possibilities in constraints, and see challenges as new opportunities to grow and innovate.



SAY, 'HELLO.'

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EDUCATION

UX Design Certification

General Assembly _ New York City _ 2016

BA, Visual Communications Design

Purdue University _ Indiana _ 1998-2002

TOOLS I USE

- | | |
|------------|---------------|
| _ Sketch | _ Whimsical |
| _ Figma | _ Flinto |
| _ XD | _ Illustrator |
| _ InVision | _ InDesign |
| _ Marvel | _ Photoshop |
| _ Slack | _ Excel |
| _ Mural | _ Word |
| _ UserZoom | _ PowerPoint |

EXPERIENCE

Product Experience Designer

Mastercard _ New York City _ 2019 to present

I co-create engaging experiences that empower our global product and sales teams to pitch consumer-centric solutions to win critical deals and strengthen relationships with our partners. Our small but mighty team's approach to storytelling and design has led to landmark strategic wins for Mastercard in North America, Europe and Latin America with clients such as **NatWest, Apple, Latam Airlines, Xbox, Google** and **Citibank**.

In my multidisciplinary role, I ...

- _ **Develop and facilitate workshops** with internal and external stakeholders to reveal insights into the future of payments
- _ **Champion the UX process** — leveraging surveys and interviews, comparative and competitive research, data analysis, ideation, rapid prototyping and testing — to deliver outcomes that innovate and advocate for target consumers.
- _ **Create authentic, compelling stories** to bring product concepts to life.
- _ **Contribute to the research, development and design of a customizable sales enablement app**, an immersive tool that shows our partners the value of our latest product APIs from the mobile banking consumer's perspective.

UX & UI Designer

Workwave _ Holmdel, N.J. _ 2017-2019

Designed product experience for PestPac, the world's leading **SaaS-based management software** for the pest control industry.

In my multidisciplinary role, I ...

- _ **Applied UX tools, methodologies and best practices to deliver powerful new features** that enabled our customers to be more competitive, especially in lead-generation, territory planning, route optimization and payment portals.
- _ **Spearheaded improvements in the UI, user flows, global navigation, information architecture and messaging** to reduce friction and ease pain points for our users and their customers.

Beyond PestPac, I, along with our UX team, developed and facilitated the **UXDI**, a broad initiative of weekly workshops and awareness campaigns, to educate employees across the organization on how to apply user-centered thinking in their own roles.

Fun Facts _ I've seen over 8,000 movies _ I'm a green thumb _ I hand-clip clear ice when I make my cocktails _ My favorite TV show of all time is *The Simpsons* _ I develop my own ice cream recipes

