

# SHANE STRASSBERG

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Goal-focused, research-oriented, and human-centered designer addressing user needs through innovative resolutions and professional interactions that result in client satisfaction at every touchpoint.

## EXPERIENCE

**Sotheby's**, New York City, Oct 2017-Present

### UX Designer

- Lead designer for enterprise tool that supports Sotheby's business from client consignment to auction.
- Create UI flows, build empathy maps, journey maps, and user story maps.
- Conduct qualitative research to discover new insights and unmet needs to help solve user problems.
- Perform usability tests to determine strengths and weakness of designs.
- Help establish and grow our Design Language System (DLS).
- Facilitate Design Sprint workshops to generate innovative solutions and build team cohesion.

**Freelance**, New York City, May 2017-Sep 2017

### UX Designer/Researcher

- Perform Quality Assurance and design consultancy for vets.gov content team.
- Designed portfolio website for Veteran-owned Service Design company.
- Facilitated a user-testing workshop at The Startup Institute.

**WeWork**, New York City, April 2016-Oct 2016

### UX Researcher

- Built a qualitative research library interviewing nearly 500 members and stakeholders that became an internal company wide tool used by hundreds of employees to improve the user experience.
- Created holistic experiences for members through physical spaces, digital products, and service design.
- Developed taxonomy for interview content and subjects for easier searchability.

**Maxpoint Interactive**, New York City, June 2015-Jan 2016

### Jr. Visual Designer

- Conceptualize, refine, and implement visual designs for enterprise products.
- Established the UI pattern library to improve design efficiency and standards.
- Conducted quality assurance reviews to keep projects on schedule before handing off to developers.

**NY State Court**, New York City, Oct 2009-June 2015

### Court Officer

- Protect and serve lawyers, judges, civilians and defendants in thousands of cases over five years.
- Resolved conflicts by treating individuals with respect and empathy.

## EXPERIENCE CONT'D

**USMC**, Camp Pendleton, CA, Oct 2003-Oct 2007

### Amphibious Assault Crew Chief

- Supervised and delegated authority to 30+ Marines at a time.
- Problem-solved in high stress conditions to ensure safety of team over hundreds of missions.

## EDUCATION

**School of Visual Arts**, New York City, 2015-2017

### MFA Interaction Design

**General Assembly**, New York City, 2014

### UX Design Immersive

**Hunter College**, New York City, 2010-2015

### MA Anthropology

**Coll. Mt St. Vincent**, Riverdale, NY, 1999-2003

### BA Communications

## RECOGNITIONS

**Project MEOW** showcased in NYC Design Week 2016 show "**Judge Me.**"

**Project UpCycle** showcased in NYC Design Week 2017 show "**Power Me.**"

**Panel Speaker** for UN Women, Commission on the Status of Women: **Boys and Young Men for Gender Justice and Social Change**

## SKILLS

- UX Design
- Wireframing
- Agile/Lean UX
- Ethnography
- User Testing
- Interaction Design
- Prototyping
- Qualitative Research
- Contextual Inquiry
- Systems Thinking

## TOOLS

- Sketch
- Principle
- Premiere Pro
- Trello
- Jira
- Google Office
- Illustrator
- Photoshop
- Invision
- Keynote
- Airtable
- Microsoft Office