

# Aryn Shelander

Co-Founder of Logical Animal  
UX & UI Designer

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Personal Motivation:  
To create experiences that enhance our well-being.

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## UC Berkeley: Cognitive Design

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BA of Interdisciplinary Studies in Cognitive Design; University of California, Berkeley: 3.64 May 2011  
*Cognitive Design* is a self-created interdisciplinary studies major that combines cognitive science, user research and human-centered design practices to better inform the design process.

## UX + Interaction Design

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**Logical Animal Cofounder & UX/UI Designer:** San Francisco, CA: Jun 2016 - Current  
Founded a two person app development team to turn out high quality iOS apps.

**IBM: Weather Underground Mobile UX Designer** San Francisco, CA: Jan 2014 - Current  
Product design, research & UX for WunderStation- an iPad app (featured by Apple).  
Complete redesign for the Weather Underground Flagship iOS app. 4.5+ rating. (Featured by Apple)  
Complete redesign for the Weather Underground Flagship Android app. (4.5+ rating)  
Designed info-graphics and graphs to show historical, comparative, long-term forecasts, 6-hour precipitation, sunrise/sunset, immersive weather visualizations and more.

**TimePlace Inc. Co-founder + UX/UI** San Francisco, CA: Nov 2013 - 2015  
Designed the UX and UI for TimePlace, and iOS app, which enables users to find what's happening in their area at the intersection of time and place.  
Currently implementing crowd reports and a Twitter layer to show up-to-the-minute content.

**Microsoft User Researcher:** San Francisco, CA: March 2013 – Dec 2013  
Created an analytics platform to improve Cortana, Microsoft's personal assistant. Our findings helped tune Cortana's startup experience and build the user profile.  
Wrote guidelines on how Cortana should be implemented on Windows' products.  
Collaborated with developers to create unique back-end fuzzy logic survey functions.  
Saved research team over 1,000 hours of time by automating survey processes.

**Streetline-Smart Parking Product Management Internshi** Foster City, CA: Feb-Jun'12  
Lead interface design decisions, which went live regularly across three web/mobile products.  
Met with engineers, lead users, PMs and QA engineers daily to ensure cohesive working products.  
Collaborated with Erin Liman, Stanford University Interaction Designer, on next generation products.

## Skills

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Photoshop, InDesign & Illustrator  
User research  
Product management  
Usability testing

Wireframes & mock ups  
Experience design  
Interface and graphic design  
Professional circus acrobat, hand-balancer & contortionist