SHAWN FARNUM

UI | UX | WORDPRESS | GRAPHIC DESIGN

SKILLS

Design Tools
Adobe Photoshop, Adobe Illustrator, Adobe Animate, Adobe InDesign, Adobe After Effects, Figma, Sketch, InVision

UI/UX Design
Wireframing, Prototyping, High-Fidelity Designs, User-Centered Design, Interaction Flows, Information Architecture

Graphic Design
Branding, Marketing Collateral, Visual Communication, Print and Digital Media, Photography, Video Editing

User Research
User Interviews, Usability Testing, Requirement Gathering, Data-Driven Decision Making

Design Systems
Creation and maintenance of scalable design systems and style guides

Collaboration
Cross-Functional Team Collaboration, Alignment with Business Objectives

Project Management
Agile, Scrum

Basic Web Development
HTML, CSS, JavaScript

PROJECTS

Big Sky Yoga Retreats
WordPress / Web Design | 2024

Waterstreet Company
WordPress / Web Design / Graphic Design | 2023

Yellowstone Growth Partners
WordPress / Web Design | 2021

CrossTx
WordPress / Web Design / Graphic Design | 2017

Ignite Feedback
Graphic Design | 2016

EDUCATION

Montana State University
BFA Graphic Design | 2018-2021

Montana Code School
Full Stack Development | 2016

Flathead Valley Community College
Web Development | 2010 - 2011

Art Institute of Seattle
Multimedia Design | 1996 - 1998

EXPERIENCE

Freelance Designer @ ShawnFarnum.com   2013–Current

- Owned, drove, and improved user experiences from feature ideation through to implementation for various clients, including web and mobile applications.
- Collaborated with interdisciplinary teams of producers, programmers, artists, and QA to ensure consistent user experience flows and interfaces, achieving product goals.
- Developed and implemented wireframes, prototypes, and high-fidelity mockups, effectively communicating design concepts to stakeholders.
- Conducted user research and usability testing to gather feedback, informing data-driven design decisions and enhancing user experiences.
- Managed multiple projects simultaneously, ensuring timely delivery of high-quality designs.

IT Service Desk Supervisor @ Zoot Enterprises   2022-Current

- Coordinated activities of tier 1-3 staff to address support activities and improve team productivity.
- Implemented process improvements, reducing recurring issues.
- Collaborated with product managers and engineers to gather user requirements, enhancing platform UX and usability.

Creative Marketing Intern @ Zoot Enterprises   2019–2020

- Developed and executed digital marketing campaigns, including ad creation and motion graphics, to increase brand visibility and engagement.
- Designed motion graphics for industry conferences, effectively communicating product features to large audiences.
- Led the creation of web pages, ensuring alignment with the company's design standards and enhancing user experience.
- Conducted user research and usability testing, iteratively improving marketing materials based on feedback.

UI/UX Design Intern @ Murdochs   2016–2017

- Redesigned the e-commerce shopping cart experience, improving usability and increasing completed purchases.
- Created digital designs for print and online marketing campaigns, ensuring a cohesive brand experience.
- Conducted user interviews and usability testing, refining web designs based on feedback.
- Led web page redesigns, ensuring consistency with brand guidelines and improving navigation.

UI/UX Designer | Co-Founder @ DropTrip   2013–2016

- Led design efforts for web applications, driving user engagement and satisfaction.
- Developed detailed wireframes, interactive prototypes, and high-fidelity visual designs using tools such as Figma and Sketch.
- Conducted extensive user research and usability testing, resulting in intuitive web applications and cohesive design systems.
- Worked closely with product managers and engineers to ensure the feasibility and seamless implementation of designs.
- Advocated for user-centered design principles and effectively communicated design rationales to stakeholders.