

Shawn Leslie

I'm looking to design for a product that matters, which makes life demonstrably better or more enjoyable for its users.

I'm looking to work on a team that seeks ways to work better, pays attention to best-practices and creates a few of our own.

I'm looking for an organization that values design, prioritizes users and is willing to ask hard questions to solve big problems.

Experience

Lead User Experience Designer, GoFormz

March 2016 to Present, San Diego, Ca

Brought a design culture and workflow into an enterprise-focused digital transformation SaaS startup. Collaborated with product owners, executives and engineering to fill many gaps. Led research and experience mapping workshops culminating in a total platform redesign spanning both the web app and mobile platforms, including iOS, Android and Windows. Redesigned and developed our marketing site. Guided marketing-ops to outline dynamic nurturing programs and analytics for better user adoption, and increased engagement.

Product Design Lead, Filament

February 2013 to March 2016, San Diego, Ca

Created all UX and Interaction design for the evolution of Filament 1.0 and 2.0 (acquired), into a data rich design language for a new content analytics platform. Working regularly with users to develop value. Iterated our acquisition funnels to a 4x conversion improvement. Designed a seamless mobile sharing utility bar with Flare, used on thousands of sites. Designed and developed all marketing websites for Filament and internal products. Spoke during SD Startup week on the topic of Product Design.

UX/UI Designer, Digital Telepathy

December 2011 to February 2013, San Diego, Ca

Worked as an embedded design team for well-established companies like New Relic and Patagonia. Championed our mobile-first and content-first design methodologies for large clients. Co-hosted the design industry happy hour TV show, DT-tv and published "Internet Hoarding", a blog column on all things design and dev.

Freelance Design & Development

2008 to Present, Oceanside, Ca


Education

Bachelor of Arts, Business Administration: Finance

California State University - Fullerton, Graduated 2005

Associates of Arts, Web Development

Foothill College, Los Altos Hills, CA, Certificate 2008

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Expertise

Intuitive product interfaces

Cross-platform design systems

Best practices & design patterns

Integration & collaboration with dev teams

User acquisition & retention

Design

UX, UI, Copywriting

Executing on product vision

Research, experience mapping

Prototyping in code or via tools

Development

HTML, SCSS, jQuery, PHP

Custom WordPress Themes

Git, Github

Tools & Processes

Sketch App

Adobe CC

Atom, Sublime Text 3

Terminal

Agile / Scrum

Clients

New Relic, Patagonia, BioPop,
Elasticsearch, Infobip, Phantom Cyber,
Filament (acquired), HelloBar (acquired),
SlideDeck (acquired)