

KATE SHANLEY

kateshanley.com

shanley.kate@gmail.com

917.679.0729

EDUCATION

San Diego State University

BA | Painting

SKILLS

Adobe Creative Suite

Accessibility

User Centered Design

Agile methodology

TRAINING

Girls Develop It

Intro to CSS

An Event Apart

Responsive Design

Art Students League of NY

Life Drawing

Nobel Desktop

Illustrator

Edward Tufte

Presenting Data & Info

Nielsen Norman Group

Usability in Practice

School of Visual Art

Typography

AFFILIATIONS

AIGA, IxDA, UPA

EXPERIENCE

Design | UX Director

ImageBrief, New York, NY

July 2014 - January 2016

Established Design and UX strategy for ImageBrief's digital experience.

Leadership role in solving product design challenges through research, testing, and collaboration.

Introduced a search product, including reverse image search, portfolio and photographer search.

Introduced a subscription service that grew from 0 to 1,100 in 6 months.

Ongoing mentorship of junior staff.

Senior Designer

Sapient Global Markets, New York, NY

July 2013 - July 2014

Information design and visualizations for financial service clients.

UX design for transactional interfaces, data visualizations and analysis tools for financial applications.

Interactive Art Director

CollegeBoard, New York, NY

August 2006 - May 2013

Created initial concepts and completed the design system for digital experiences.

Worked within the User Experience team and presented design/experience decks to program stakeholders throughout the project engagement.

Created mood boards and comps that defined the creative strategy.

Provided art direction and leadership to designers working on project teams. Provided oversight on projects outsourced to agency vendors.

Ensured designs adhered to accessibility standards (WAC 2) and usability best practices.

Lead eLearning Designer

Financial Times Knowledge, New York, NY

2001 - 2005

Directed custom eLearning strategy for clients such as Bank of America, British Telecom and IBM.

Managed, designed and maintained custom eLearning courses.

Produced sketches, designs and prototypes for client presentations.

Supported FTKnowledge, FT, and FT Asia with email campaigns, mini sites and website design.

Managed online financial courses.

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EXPERIENCE (cont.)

Associate Product Manager of Distance Learning

New York Institute of Finance, New York, NY

1998 - 2000

Contributed to industry-leading growth of start-up e-Learning organization, which grew from 0 to \$2 million in two years.

Managed 160 hours of online financial courses and 50+ new and existing corporate client relationships, including FDIC, The World Bank, the IRS, and Bank of America.

Executed LMS course demonstrations and sales pitches in the United States and United Kingdom; contributed directly to increased sales revenue from multiple corporate clients.

Owner

Harlem Charm School, New York, NY

2000 - 2004

Created websites for artists - including painters, writers, and musicians.