

SHAUN WHITWORTH

UI / UX Designer. Front-end Developer

WORK EXPERIENCE

UI/UX Designer *2014 - Present*
System Support Specialist II
Texas State University

Served as Front-end developer / UI / UX designer that successfully deployed a new responsive experience for our growing segment of mobile shoppers. (256k sessions for FY2017)

Created website content, SEO strategies, and edited partner sites generating revenue up to \$ 1.6 million (1.40% increase) dollars this fiscal year (FY2017).

Created content and adapting existing content to web-friendly format; created and maintained the logical structure of the content.

Served as Web Content Administrator; Maintenance, Updates, and Corrections to University Bookstore site.

Created content offering from the ground up for the University Bookstore at Texas State, including formulating social media strategy, digital strategy, and deliverables.

Created internal and external social media marketing campaigns within deadlines and expectations for all Texas State audiences. (31.69% Increase for FY2017)

Developed partnerships for content generation and syndication for the Higher Education cohort.

Managed and maintained relationships with business clients and brand stakeholders.

Developed a distinct tone and style for the content-based analysis on social media and Google Analytics.

Freelance Visual Designer / Developer *2012 - Present*

Develop, Design, and customize visual design elements for SMB sales and advertising.

Translate strategic business requirements and wire-frames into new website functionality.

Drove traffic to websites by implementing Search Engines Optimization strategies.

Managed client database driven websites from planning state to full implementation.

Designed and created wire-frame, mock-ups, and user stories to customer specs.

Owner *2008- Present*
Shaun Whitworth Photography + Design

Photography / Videography - Portrait, Wedding, Events, and Photo Retouching.

Visual Design/ UI / UX Designer - Print Publication, Brand Identity, Prototyping, Wire-framing, SEO optimization, Social Media Marketing.

PERSONAL STATEMENT

I am a creative self-starter with a high attention to detail. I have a proven track record of successfully delivering innovative solutions in the fields of design, web development, digital strategy. I work meticulously to improve and develop an enriching experience for all users.

EDUCATION

Certificate in Full Stack Web Development

Free Code Camp *2015 - 2016*

Computer Software Engineering

Bachelor of Fine Arts

Texas State University *2005 - 2009*

Minor in Anthropology
Activities and Societies: FSS Diversity Committee

Associate of Arts (A.A.) Design and Visual Communications, General

San Antonio College *2003 - 2005*

SKILLS

INDUSTRY KNOWLEDGE

User Interface Design, UX Design, Responsive Web Design, Prototyping, Information Architecture, Usability Testing, Web Content Management, Creative Direction, Graphic Design, Typography, Print Design, Photography, Git

TOOLS & TECHNOLOGIES

HTML, CSS, JavaScript, Bootstrap 3 / 4, Wordpress, Sketch, Adobe XD, InVision, Illustrator, Photoshop, Lightroom, Visual Studio Code, Adobe AfterEffects, Tumult Hype 3 Pro, Pen and Paper!



LINKEDIN

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