

Shaun Au

Austin, Texas 408-464-2313 shaun.au@gmail.com www.shaunau.com [linkedin.com/in/shaunau/](https://www.linkedin.com/in/shaunau/)

Hands on Principal UX Designer with 20 years of diverse experience in solutioning, designing, testing and delivering data driven products to solve user problems, improve user satisfaction and increase business value. Seeking a senior UX designer opportunity to create meaningful and measurable user experiences for B2B, B2C and SaaS digital products and services.

Expertise

- **Lean UX and Human Centered Design:** Crafting useful, usable and desirable user experiences and user interfaces by understanding and identifying the underlying challenges and pain points the user faces; Translating research insights into feasible, innovative, meaningful and measurable design solutions which meet both business and user outcomes
- **Innovation and Curiosity:** Champion creative, critical thinking and innovation through generative research, identifying key innovating experience; Evaluating assumption and hypothesis by ideation, prototyping and user testing
- **UX/UI Deliverables:** Personas, journey maps, storyboards, use cases, scenarios, design sketches, wireframes, design mockups and working prototypes(Figma, Sketch, Axure, InVision, Miro/FigJam, Adobe CS)
- **Design Craft Proficiency:** Extensive experience in UI/Graphic/Media design software tools; Highly skilled in traditional freehand design tools; Up to date with the latest UX design process, technique, tools, trends and their adoption in a design organization

Experiences

Staff UX, Centegix – Remote, August 2023 – Present

- Supervising and managing UX team by providing directions, reviews and feedbacks on UX deliverables
- Lead UX Research, discovery, discussion, design ideation efforts to support Service Design and strategic initiatives
- Stakeholder management and effective collaboration with Product, Dev, CS teams
- Coaching, mentoring and upskilling UX team members on design craft, critical thinking and problem solving skills
- Maintaining and governing UX design process, tool kit, methodologies and documentations
- Producing UX deliverables: journey maps, user flows, use cases and scenarios, wireframes, mockups, prototypes(Figma/Sketch/Axure/Miro)

Principal UX, Clean Origin – Remote, March 2022 – June 2023

- Lead UX Research, discovery, workshop efforts to build a shared understanding on the problems and challenges website faces
- Translated research findings into solutions in the forms of wireframes, journey/experience maps, high-fidelity mockups, information architecture diagrams, interaction specifications, and functional prototypes(Figma/Axure/Miro)
- Established, documented, maintained and managed dev ready UI component specifications and standards
- Stakeholder management and effective collaboration with Product, Dev, Marketing and Branding teams; Mentored and coached designers
- Conceptualized new features through ideation and prototyping(mobile behaviors, product comparison and virtual try-on)
- Conducted and documented UX competitive analysis, gap analysis and recommendations
- Translated new brand style into simple and elegant user interfaces and built out UI component libraries and launched new website

UX Lead, CDK Global – San Jose, CA, September 2019 – October 2021

- Defined UX strategies and execution plans for the CDK online vehicle purchasing products
- Identified key experiences and features required to create a touchless end to end buying solution
- Collaborated with UX researchers to obtain consumer insights and set up usability benchmark tests
- Performed usability tests to gather actionable UX insights(UserZoom/UserTesting/Miro)
- Conceptualized improved mobile purchasing experience via ideation and prototyping
- Produced UX deliverables: journey maps, user flows, use cases and scenarios, wireframes, mockups, prototypes, contributed and documented design system components(Figma/Sketch/Axure/Miro)

UX Lead, AirDeck Technologies – San Jose, CA, June 2017 – August 2019

- Envisioned and designed a troubleshoot dashboard to reduce task complexity and cognitive overload
- Crafted UX deliverables: flow diagrams, maps, wireframes, UI mockups, and functional prototypes(Sketch/InVision)
- Established, documented, maintained and managed dev ready UI component specifications and standards
- Planned and performed user interviews, A/B testings to validate, iterate and optimize dashboard UX design
- Synthesized user interview and testing findings and presented key insights and takeaways to the leadership team
- Crafted dashboard optimization strategies and presented improved designs to the stakeholders

More Experiences available on: <https://www.linkedin.com/in/shaunau/>

Education

Carnegie Mellon University, Pittsburgh, PA. BFA in Industrial Design

Skills

- **Deliverables:** Stakeholder presentations, research reports, screeners, mod guides, personas, journey maps, experience maps, storyboards, use cases, scenarios, design sketches, wireframes, design mockups, functional prototypes, UI kit, component library
- **UX/UI patterns and best practices:** Mobile first strategy, onboarding experience, how to guide, micro interaction, micro animation
- **UX/UI Tools:** Proficient in Figma, Axure, Sketch, InVision, Adobe CS, Miro/Figjam, Jira/Confluence