

EXPERIENCE

DISCOVERY COMMUNICATIONS / 2012 - Present

Senior Designer

- Began as a freelancer, hired to full-time
- Designed thoughtful templates that spanned across Discovery.com, TLC.com, AnimalPlanet.com, and all 30 networks Discovery Communications owns
- Created elaborate user journey and flow of how users would operate the redesign
- Enforced current brand standards while updating look and feel of network brands
- Concepted and strategized new solutions using existing content and metrics
- Collaborated with Product Managers, Front-end Developers, and Designers
- Optimized existing site performance by identifying and diagnosing site issues

PLYFE / 2012

Creative Director

- Directly managed and trained the creative team, including all designers
- Inaugurated a thoughtful process for delivering new features and creative solutions
- Produced fully-annotated specifications, userflows, wireframes, and designs
- Conceived and created experience-oriented solutions to fulfill business objectives
- Lead multiple project teams in all aspects of creative development
- Established and maintained fresh and consistent brand identities across all media

ZIFF DAVIS ENTERPRISE / 2011 - 2012

Interactive Front-End Designer

- Acted as lead UI/UX Designer for all online and mobile products
- Crafted websites, advertisements, and email newsletter templates
- Designed for clients including Microsoft, Dell, IBM, HP, and more
- Revitalized design of core brands in a network of sites with 10m+ monthly visitors
- Directly managed a team of designers and developers
- Leveraged Photoshop, Flash, and HTML/CSS to create products from the ground up

INTERRA ENERGY / 2009 - 2011

Lead Web Designer

- Established a fresh brand identity through logos, swatches and overall look and feel
- Spearheaded website design to include a seamless user-experience and intuitive CMS
- Conceptualized and implemented print and online marketing strategies
- Standardized metrics for market research for the company
- Collaborated with the CEO to identify and overcome marketing challenges

MINISTRY OF SOUND AUSTRALIA / 2008 - 2009

Web Producer / Digital Marketing Manager

- Exponentially increased Facebook fans and Twitter followers within six months
- Updated website daily with articles, press releases and blogs
- Launched and hosted traffic and activity-driving contests and giveaways
- Implemented new product features including members-only music downloads

PORTFOLIO:

<http://www.shanenyc.com>

PROGRAMS (MAC & PC):

Adobe Creative Suite CS6 (Primarily Photoshop, Fireworks, Illustrator, InDesign, and After Effects); Coda for all HTML hand-entry, MS Office, Axure, Omnigraffle for wireframes, and more!

KNOWLEDGE:

HTML5; CSS3; FBML; RSS; SEO; SEM; XHTML; XML; Various CMS Platforms; JQuery.

ACCOLADES:

Created award-winning travel documentary for the Australian Tourism Board. Watch it by clicking here.

EDUCATION:

SAN DIEGO STATE UNIVERSITY

San Diego, California

B.S. in New Media, TV, Film

