
SHAWN LEIN



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[LINKEDIN.COM/IN/SMLEIN](https://www.linkedin.com/in/smlein)

[SMLEIN.COM/PORTFOLIO](http://smlein.com/portfolio)

OBJECTIVE

To lead an interactive design and strategy team to create profitable and enjoyed products by utilizing 20 years of digital experience, design thinking, UX processes and team leadership.

SKILLS

I excel at User Experience Design and am proficient at all steps of the UX process from Strategy through Visual Design, always asking “Why?” and “What comes next?”

I create clean and clear UX artifacts including personas, architectures, user flows and wireframes.

I test theories and designs against data and analytics in order to win quickly or to fail forward.

I lead from within through action, inspiration and support.

EXPERIENCE

DIGITAL MARKETING DIRECTOR / INYO

Mar 2016 – Jan 2017

Increased sales and brand loyalty through traditional, digital, content marketing and social media including community management. Improved website engagement through UX, e-commerce design and WP development.

DIRECTOR OF ENGAGEMENT & UX / R&R PARTNERS

Mar 2011 – Feb 2016

UX architect/designer and group leader for UX, digital strategy, development, social media, content and SEO. Won multiple UX and design awards for Boeing.com redesign. Increased sales & engagement for LasVegas.com. Lead UX design for mobile apps VegasID and WhereToVegas.

INSTRUCTOR, PT / THE ART INSTITUTES

July 2010 – Mar 2013

Taught upper-level classes covering all aspects of Web and User Experience Design, including UCD I & II, Senior Project and Portfolio classes.

SR. UX DESIGNER / WORLDDOC

May 2005 – Sept 2010

Product strategist, designer & UX researcher for online health management web app with “Engagement Index” increase year over year: 2007: 89.6%; 2008: 137%; 2009: 112.4%

PRINCIPAL, DIRECTOR / ARTFUL INTELLIGENCE, LLC

July 2001 – Mar 2011

Web & graphic designer providing promotional and e-commerce websites for clients. GetonMLS.com achieved \$225,000 in monthly sales within nine months of operation; noted in *Money Magazine*.

SR. DESIGNER / NEXTGEN INTERNET

July 1998 – June 2001

Interactive and e-commerce design for multiple clients. Salton, Inc. year-over-year increase in net sales: 1999: 78%; 2000: 65.4%

PRODUCER / MARKETSOURCE INTERACTIVE

Jan 1997 – June 1998

Produced popular, college-centric video game site, awarded 4/5 rating by The Web Magazine, Feb 1998

EDUCATION

BFA, COMPUTER GRAPHICS / 1996

The College of New Jersey