

Shaun G. McNamara

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Objective A progressive, modular, collaborative role designing and analyzing the delivery of information with a focus on User-Centered design. This role should call upon my expert hands-on design skills (storyboards, wireframes, mockups, etc.), ability to produce iterative user flows for cross-device implementation, synthesize User Research, and care for scalable architectures in a nimble and entrepreneurial manner.

Telling the Story **User Experience Tools:** Adobe expertise (Illustrator, Photoshop, Dreamweaver, Acrobat, InDesign, Premier), Balsamiq, Techsmith (Morae, Camtasia, Snagit), Axure, Microsoft Office, and Google Drive.

Conceptual Implementation: User story Mapping, User Interviews, Usability Testing, Card Sorting, Surveys, Task Analysis, Personas, Evaluations, Affinity Diagramming, Wireframes, Mockups, etc. for desktop, laptop, tablet, and phone when applicable.

Coding and Scripting: HTML5, CSS3, jQuery/Javascript.

Current Professional Accomplishments

2013 – present **PAREXEL**, Billerica, MA

Associate Director - Human Factors Engineering group, providing information solutions for clinical study research and development focusing on data driven monitoring solutions.

- **User Experience Design**, including user and task analysis for user-centered interaction on multiple devices; wireframe, mockup, and prototype design using Illustrator, Photoshop, Dreamweaver, and Fireworks for presentation of cognitive workflow to users and team members.
- **Usability Testing**, setup and run tests with clients, potential clients, and internally covering existing and new software and Website designs.
- **User Interviews**, setup and run interviews with clients, potential clients, and internally covering existing and new software and Website designs.
- **Research**, profile & persona development, heuristics, archetypes, color psychology, mobile interaction, report development, and presentation.
- **Mobile**, Device, platform, and framework review and recommendation based on user audience and product/service delivery needs; design iteration for multiple device interactions; responsive and application design as well as implementation analysis based on need.
- **Manage** department processes, business development, and personnel.

2011 – 2013

Deltek, Inc., Woburn, MA

Principal User Experience Designer - Product Strategy and Management group, providing information solutions for project lifecycle management software and Web sites.

- **User Experience Design**, including user and task analysis for user-centered interaction on multiple devices; wireframe, mockup, and prototype design using Illustrator, Photoshop, Dreamweaver, and Fireworks for presentation of cognitive workflow to users and team members.
- **Usability Testing**, setup and run tests with clients, potential clients, and internally covering existing and new software and Website designs.
- **User Interviews**, setup and run interviews with clients, potential clients, and internally covering existing and new software and Website designs.
- **Research**, profile & persona development, heuristics, archetypes, color psychology, mobile interaction, report development, and presentation.
- **Mobile**, Design of interaction and responsive scenarios for tablets based on user audience and product/service delivery needs.

2010 – 2011

Verizon Business, Boston, MA

Senior User Experience Designer - User-Centered Design group, developing capabilities and solutions for Verizon Business and Verizon Enterprise Center.

- **User Experience Design**, including user and task analysis for User-Centered interaction on multiple devices; wireframe, mockup, and prototype design using Illustrator, Photoshop, Dreamweaver, and Fireworks for presentation of cognitive workflow to users and team members.
- **Website design**, including HTML, CSS, and jQuery design implementation using Dreamweaver, Illustrator, and Photoshop for next stage mockup presentation and final implementation handoff.
- **User inspection methods and user and task analysis implementation**, including Cognitive and Pluralistic Walkthroughs, and profile development.
- **Research**, profile & persona development, heuristics, archetypes, color psychology, mobile interaction, report development, and presentation.
- **Mobile**, Design of interaction and responsiveness for tablets based on user audience and product/service delivery needs.

2007 – 2010

Akorri, Inc., Littleton, MA

Senior Information Designer - virtualization software management company that provides dynamic data center optimization.

- **Information Design**, including writing, editing, and design of technical, marketing, sales, and corporate information (online and print) using Framemaker, Webworks ePublisher, and InDesign; graphic design, including BalancePoint UI graphics, company logos, brand recognition development, and advanced creative design for online, print, and display media (tradeshow booths, banners, posters, promotional items, etc.) using Illustrator, Photoshop, and Snagit; video/Audio Production and Photography for use on various Akorri Web sites, in Akorri printed material, and in related industry magazines (online and print) using Flash, Camtasia, Premier, and Soundbooth.
- **User Experience Design**, including usability testing and implementation of information design principles to improve the user experience of the BalancePoint product using Fireworks, Balsamiq, Illustrator, and Photoshop.
- **Training Production** for online delivery of courses in Flash format (video tutorials and user testing) covering all elements of BalancePoint implementation, including Partner, Administrator, and User level courses using Camtasia, Flash, and Premier.

2006 – 2007

Azimuth Systems, Acton, MA

Senior Information Designer - software/hardware WiFi test solutions company.

- **Information Design**, including writing, editing, and design for WiFi testing and test bed deployment/development groups using Framemaker, Webworks ePublisher, and InDesign; graphic design, including logos, brand recognition, and advanced creative design for online, print, and display media using Illustrator, Photoshop, and Paint Shop Pro.
- **User Experience**, including usability testing and advanced Information Design of new and existing hardware and software testing environments using Fireworks, Illustrator, and Photoshop, as well as the general productivity of business processes. Improved project development, flow, and interaction between team members, increasing the efficiency and accuracy of projects.
- **Management** of project team members.

Other Professional Accomplishments
: between 1991 – 2006; further details provided upon request

- **Pingtel Corp.**, Woburn, MA Information Designer – for VoIP communication company working with SIP. (2004 – 2006)
- **OakenDoor**, Pepperell, MA User Experience Designer, creating and implementing usability tests and dynamic User Experience design for new and existing Websites, software, and mobile interfaces, as well as User Research and presentation of findings and next step plans. (2003 – present)
- **Genuity**, formerly GTE Internetworking/BBN, Woburn, MA Information Designer/User Researcher working as a solo contributor and as collaborator on projects with various teams. Designed, implemented, and maintained the Network Infrastructure/Performance section of Genuity.com, including interactive Flash demonstrations. **Management** of project team members. (1997 – 2003)
- **United States Coast Guard**, Environmental Geology Specialist (PS), Boston, MA. (1991 -1996)

Education

Bentley University, Waltham, MA.

User Experience (UX) - 2010.

Courses: Human Factors in Information Design, User & Task Analysis, Usability Testing, Designing Instructional Media, Designing for the Global Community, Information Architecture, User-Centered Interface Design, Managing a User-Centered Development Process, and Usability Inspection Methods.

Northeastern University, Boston, MA.

B.A. Major – English Literature; Minor – Environmental Geology (graduated, 1996)

GPA: 3.6, graduated Summa Cum Laude, and consistently on Dean's List.

[Portfolio](#) and [references](#) available online; requirements furnished upon request.