

# SHAUN G. MCNAMARA

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## DIRECTOR OF USER EXPERIENCE (UX) | PRINCIPAL/LEAD USER EXPERIENCE DESIGNER OR RESEARCHER

*A strategic thinker with a broad background in interaction design and user-centered design principles and methods*

- **A well-seasoned and passionate UX leader** experienced in creating robust design systems, ideating new & novel features and functionality based on user and business needs, UX trends, and translating complex user flows into clearly visualized systems, maps, journeys, and more.
- Colossal experience in **developing, leading, and scaling UX practices and methodologies**. Talented in managing design teams across multiple projects with a track record of successfully driving design systems and best practices projects.
- **Mastery of UX design principles** and experience producing and managing multi-platform design systems, user flows, rapid prototypes, wireframes, experience maps, and functional product documentation.
- Focused on **synthesizing user-centered design from consumer insight**, data analytics, and user research.
- Technical and business fluency with **excellence in breaking down large challenges into incremental solutions and decisions** and positioning various approaches. Drive big-picture thinking along with experience in the agile development methodology.

### CORE COMPETENCIES

Design Operations & UX Strategy ● UX Maturity, UX Design, & Information Architecture ● User & Interaction Flows, Storyboards  
UX Research (Generative, Evaluative) ● Cross-device/platform Implementation  
Designs Systems & Service Design ● Project Planning & Management ● Servant Leadership & Team Building

### RESEARCH & DESIGN EXPERTISE

Story & Journey Mapping ● User Flows ● User Interviews, Personas, analytics ● Usability Testing, Contextual Inquiry  
Card Sorting, Surveys, Task Analysis ● Heuristic Evaluations & Other Inspection Methods, Affinity Diagramming  
Wireframes, Mockups, Prototypes, etc. for interaction across desktop, laptop, tablet, and phone interfaces

**Tools:** Figma ● Adobe (XD, Illustrator, Photoshop, Lightroom, Prelude, Premier, Dreamweaver, InDesign, Acrobat) ● Axure ● InVision ● Balsamiq ● TechSmith (Morae, Camtasia, Snagit), Optimal Workshop (and other research tools)

**Coding & Scripting:** Bootstrap ● HTML ● CSS ● jQuery

## PROFESSIONAL EXPERIENCE

Tuebora – Santa Clara, CA (*remote*)

2022 – Present

### Director of User Experience Design – Product Team

*Provide interaction solutions for Identity Access Management Enterprise and SMB products and services. Oversee UX and design of digital product features and capabilities that deliver the best possible experience – leading a large, well-rounded team of design managers across multiple broad initiatives. Define and prioritize the problems, approach initiatives, and coordinate the efforts of multiple design teams and organizations. Lead all aspects of the vision execution, culture, process, and results of product areas.*

- Steer the UX practice within products and services by defining strategic ways of building best-in-class user experiences.
- Grasp and distill complex issues and translate them into clean, focused, understandable UX solutions.
- Advocate for design and UX priorities within interdisciplinary teams while crafting and leading the implementation of a UX strategy plan to enhance product roadmap vision and align with user-centered design and business strategy.
- Promote the creation of products that consider users, push for innovation, prioritize usability, and balance business objectives. Provide expert device, platform, and framework review and recommendations for technical & business needs.
- Deliver systems-level design thinking and employ the UX Maturity model review process to measure the organization's goals and practices in understanding and delivering user-centered design for more streamlined efficiency.
- Showcase strong instincts and outstanding intuition informed by user needs and insights, besides providing scripted presentation of questions in line with initial mockup walkthrough redesigns.
- Represent the voice of users and demonstrate a strong understanding of their needs by initiating and leading User Interviews and Usability Tests with current and potential clients.
- Support user perspectives by analyzing & providing recording highlights from client meetings with written profile reports.

### Key Achievements:

- ② Introduced UX inspection methods to kick off internal review and engage stakeholders and cross-functional teams in establishing more significant collaborative effort and transparency into product and service issues.

- ☑ Enhanced understanding and streamlined engineering implementation, release, and heightened performance in usability testing by producing story and user journey maps, user flow diagrams, wireframes, mockup designs, and prototypes.
- ☑ Advanced business understanding of user needs and streamlined processes by creating personas and presentations with associated reference designs.

**RSA SECURITY – Bedford, MA****2015 – 2021****Principal User Experience Designer – User Experience Design Group**

*Led and executed the design strategy and offered interaction solutions for Identity – SecurID and Governance & Lifecycle products and services. Collaborated closely with stakeholders to understand customer needs and create intuitive and visually appealing product experiences. Acted as Voice of the User, clearly articulating users' points of view, pain points, and desires.*

- Served as an excellent communicator & storyteller, bringing ideas to life using sketches, journeys, prototypes, workshops, wireframes, presentations, and more to move the needle within creative teams and with less design-fluent stakeholders.
- Partnered with User Research to understand current user needs and wants, test potential design solutions with users, and help translate those learnings into actionable insights and launchable products
- Translated requirements and user needs into tangible interaction designs through detailed wireframes, mockup designs, and prototypes. Contributed to the development of interaction patterns and promoted the use of RSA's design system.
- Communicated design decisions, rationale, and direction through presentations and other documentation.
- Managed user research and ensured an integrated approach to interacting with and learning from users. Mentored multiple UX interns for professional growth and increased understanding and implementation of the UX Maturity model.

**Key Achievements:**

- ☑ Merged two mobile apps and greatly advanced ROI, increased customer joy, and boosted internal morale.
- ☑ Established collaborative environments across teams and improved operational efficiencies by setting up and running multiple internal and client UX workshops to provide a greater understanding of UX design thinking and processes.

**PAREXEL – Billerica, MA****2013 – 2015****Associate Director – Human Factors Engineering Group**

*Collaborated with multidisciplinary team leadership to work with design, engineering, medical, marketing, quality, manufacturing, and regulatory colleagues to provide information solutions for clinical study research and development, focusing on data-driven monitoring solutions. Applied human-centered design methods through the implementation of usability processes.*

- Applied advanced understanding in the conceptualization, design, and evaluation of existing systems to offer expert reviews of existing systems and related findings to business groups and technology teams.
- Provided adept Human Factors Engineering guidance based on usability activity results and Human Factors Engineering principles and developed user surveys for quantitative research efforts, as well as analyzing and reporting on responses.
- Directed the development of protocols, study designs, and execution of formative and summative usability studies.
- Aided business in streamlining processes by creating and updating profiles & personas, heuristic evaluations, archetype correlation, color psychology reference, device interaction scenarios, reports, and presentations.
- Led the reporting and disposition of Human Factors Engineering evaluation findings and created style guides and design pattern libraries to rapidly implement cohesive designs by the Human Factors group and engineering consumption.
- Managed department processes, business development, and personnel for measurable and boosting return on investment.

**PRIOR EXPERIENCE:****Principal User Experience Designer – Product Strategy & Management Group | “Deltek, Inc.”****Senior User Experience Designer - User-Centered Design Group | “Verizon Business”****Senior Information Designer | “Akori, Inc.” & “Azimuth Systems”****Information Designer | “Pingtel Corp.” & “Genuity”****Environmental Geology Specialist (PS) | “United States Coast Guard”****PROFESSIONAL DEVELOPMENT****User Experience (UX) | Bentley University – Waltham, MA**

*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 • Usability Inspection Methods*

**Bachelor of Art (B.A.), English Literature; Minor – Environmental Geology | Northeastern University – Boston, MA***Graduated Summa cum Laude, Dean's List*