

# Shawn Carter

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**Designing for humans one pixel at a time.** I'm a creative and enthusiastic designer with 10+ years of experience in product design within startups, agencies, and large corporations. I have substantial strengths in user experience, UI/visual design, prototyping, and research.

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## Senior Product Designer

2017 to Present

McAfee | Santa Clara, CA

Leads CX design for products and services in a consumer (B2C) and mobile-focused role to optimize the experience of users in the cybersecurity and privacy space. Oversees the design process to provide consistency, efficiency, and trust from conception to delivery.

- Transformed several flagship consumer products used by more than 400 million worldwide
- Generated over \$16M in revenue by directing monetization efforts for mobile products
- Recognized for developing the first-ever consumer Design System for McAfee, affecting all consumer products
- Ensured the contracts of high-revenue global partner; created guide materials and facilitated workshops for white-label and co-branding with McAfee products

### CAREER HIGHLIGHTS

- United design teams at McAfee by hosting a design hackathon; received recognition from SVP of Consumer, VP of Design, and company leaders
- Awarded for being a key contributor in the acquisition of Shipwire to Ingram Micro, one of the largest logistics companies in the world
- Recognized nationally as the winner of Bizjournal's Eagle Award for "Best Ad Campaign"

## Senior UI/Visual Designer

2013 to 2017

Ingram Micro Commerce & Fulfillment | Sunnyvale, CA

Led design efforts and initiatives for B2B (enterprise) web/desktop products used by global brands (merchants) in the e-commerce and logistics space. Partnered with product and engineering teams to create SaaS tools and experiences that helped merchants to grow their business.

- Credited for enhancing the user experience for multiple site functions used by more than 1000+ brands worldwide
- Crafted innovative dashboard that enabled real-time visualizations of a user's orders, inventory, and revenue
- Headed the launch of two major brand/marketing websites that successfully acquired mid-market merchants
- Developed visual and interaction libraries, components, templates, and animations utilized by the engineering teams making the development process faster and easier
- Recruited, trained, and mentored a global team of six designers in the US and Netherlands; oversaw direct reports

### AREAS OF EXPERTISE

- Branding
- Creative Direction
- Design Systems
- Design Thinking
- Illustration
- Mentoring
- Prototyping
- Service Design
- Team Leadership
- User Experience Design
- User Interface Design
- User Research
- Web Development

## Interactive Web Designer

2012 to 2013

[Shipwire](#) | [Palo Alto, CA](#)

Produced client-facing designs for the SaaS web application and marketing website to establish a strong presence in the logistics and e-commerce space. Improved the visual experience of products by delivering engaging design solutions. Highly regarded and respected for being Shipwire's very first designer.

- Streamlined acquisition and retention of new merchants, designing an easy-to-use onboarding experience
- Enabled merchants to connect the cart/marketplace system to Shipwire application, creating a developer API website
- Minimized the workload of a busy engineering team by taking on front-end coding (HTML, CSS, LESS)

## Graphic Designer

2008 to 2012

[San Francisco Business Times](#) | [San Francisco, CA](#)

Conceptualized, designed, and maintained brand identity of marketing materials and ads (web and print) for weekly publication targeting the business community and entrepreneurs in the San Francisco Bay Area.

- Generated over \$2M in revenue yearly by attracting major clients via high-impact ad campaigns and pitches
- Led design presentations, signage, and print/web collateral for 30+ annual networking events for the leaders, influencers, and contributors to various spaces (tech, real estate, healthcare, education, and more)
- Increased internal efficiency and capabilities through new organizational systems and processes

## Production Manager | Graphic Designer

2006 to 2008

[Loomis-ISC](#) | [Honolulu, HI](#)

Steered production and provided creative direction to websites, ad campaigns, and marketing materials for corporate clients. Coordinated with clients, third-party partners, and vendors to deliver remarkable results consistently.

## EDUCATION

**Service Design Immersive**, Cooper Professional Education, 2019

**Mobile UX Design Certification**, San Francisco State University, 2018

**User Experience Courses**, City College of San Francisco, 2014

**Web Development Certification**, City College of San Francisco, 2012-2013

**Bachelor of Arts in Art & Graphic Design**, University of Hawaii, 2005

## DESIGN TOOLS

- Figma
- Illustrator
- InDesign
- Invision
- Photoshop
- Principle
- Sketch

## CODE

- CSS
- HTML
- Wordpress

## INTERESTS

- Animal rights
- Earth-like planets
- Language learning
- Sci-fi movies
- Traveling