

Shawn Carter

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Designing for humans one pixel at a time. I'm an empathic, curious, and friendly product designer from Hawaii with over ten years of experience. I love bringing simplicity to complexity and telling a compelling story through design.

Senior Product Designer

2020 to Present

[Momentive.ai \(formerly SurveyMonkey\)](#) | [San Mateo, CA](#)

Revolutionized how CX leaders launch out-of-the-box programs within the GetFeedback platform (rNPS, CSAT, etc.) with Program Accelerators. Set to achieve ~\$38M this year in revenue by upgrading lower-tier customers to access this premium feature.

- Brought Figma to SurveyMonkey by leading the Figma pilot. Significantly increased satisfaction of design tools (Figma) by over 90%. Saved costs of \$100k per year. #figmaambassador

Senior Product Designer

2017 to 2020

[McAfee](#) | [Santa Clara, CA](#)

Led product design for McAfee's flagship consumer mobile products (Android and iOS) used by over 400 million worldwide. Implemented an end-to-end redesign of McAfee Mobile Security's monetization UX and increased the number of free users to premium by 17% in two months.

- Generated over \$16M in revenue by directing monetization efforts for mobile products
- Recognized for developing the first-ever consumer Design System in Figma for McAfee, affecting all consumer products
- Ensured high-revenue global partners by creating guide materials and facilitated workshops for white-label and co-branding

Senior UI/Visual Designer

2013 to 2017

[Ingram Micro Commerce & Fulfillment](#) | [Sunnyvale, CA](#)

Led UX and UI design for a B2B SaaS product in the e-commerce and logistics space used by 3000+ global brands.

- Created the first Developer Center website with over 70+ integrations, countless APIs, and testings tools that developers could access to scale their business
- Launched ingrammicroservices.com, the first lifecycle services offering in Ingram Micro, which helped secure top companies like Best Buy, Greats Brand, Osmo, and more

CAREER HIGHLIGHTS

- Won 2021 Momentive Hackathon for Most Innovative Product Experience; The win comes against 30+ teams worldwide over a three day event.
- Brought Figma to two design organizations, McAfee and SurveyMonkey; Significantly reduced company costs and streamlined tools and processes between cross-functional teams.
- Awarded for being a key contributor in the acquisition of Shipwire to Ingram Micro, one of the largest logistics companies in the world.

AREAS OF EXPERTISE

- CX
- Design Systems
- Illustration
- Mentoring
- Prototyping
- Service Design
- Team Leadership
- Product Design
- UI 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 the 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

EDUCATION

CX Certification, Forrester, 2021

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