SHELBI HOWARD

INTERACTION & USER EXPERIENCE DESIGN

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shelbihoward.com
1580 Blue Rock St
Cincinnati, OH

"Hi, I'm a user advocate focused on designing digital experiences. I believe that **great design lies at the center of problem solving, technology innovation, and an entrepreneurial mindset.**"

EDUCATION

UNIVERSITY OF CINCINNATI, DAAP
Bachelor of Science, Industrial Design
Minor | Information Technology
Minor | Entrepreneurship
Class of 2020   *GPA 3.8*

TOOLS

Design Adobe Illustrator, Photoshop, InDesign, Sketch

Prototype InVision, Axure RP, Adobe XD, Framer, Xcode, Unity 3D

Motion Adobe After Effects, Cinema 4D

Develop HTML5, CSS3, Javascript, React.JS, Java, Swift, PHP/Wordpress, C#

Workflow JIRA, Confluence, Zeplin, Git, Github, Abstract, UserZoom

SKILLS

Research Quantitative and qualitative, personas, A/B testing, trend forecasting, competitive analysis, moderated interviews, online surveys, user journeys

Design User flows, wireframes, mockups, UI graphics, style guides, cross-platform design, interactive prototypes

Code Web, VR, gaming, and mobile

EXPERIENCE

DELL TECHNOLOGIES | EXPERIENCE DESIGN INTERN
AUSTIN, TX *FALL 2019*

- Collaborated with strategic leaders to identify new experience opportunities for XPS products.
- Researched and implemented emerging interaction languages into advanced design concepts.
- Conceptualized personal data solutions for 2035.

DEXCOM | PRODUCT DESIGN INTERN
PORTLAND, OR *SPRING 2019*

- Worked with cross-functional stakeholders to create concepts, conduct research, and re-design mobile app.
- Developed and tested interactive prototypes through moderated remote and in-person interviews with patients and physicians.

FOSSIL GROUP, INC | UX DESIGN INTERN
SAN FRANCISCO, CA *SUMMER 2018*

- Conducted research, A/B tested wireframes, and worked with engineers to implement final designs onto pre-production firmware models.
- Assisted in defining and testing the feature set for a new wearable platform and proprietary OS.

CHAMBERLAIN GROUP, INC | UX DESIGN INTERN
CHICAGO, IL *FALL 2017*

- Led an intern team on the conceptual design and development of an autonomous cloud platform to optimize efficiency and reduce cost between freight transportation and industrial facilities.
- Produced a functional prototype for executives.
- Concept was developed by LiftMaster as "MyQ Business" and released in Spring 2019.

FOSSIL GROUP, INC | PRODUCT DESIGN INTERN
DALLAS, TX *SPRING 2017*

- Focused on immersive experiences for wearables.
- Created concepts for interactive dials and branded microapps, later presenting them to Fossil executives.
- Interactive dial concept was released to ladies digital watches in Spring 2018.

BEARCAT LAUNCHPAD | MANAGING DIRECTOR
CINCINNATI, OH *SUMMER 2016-SPRING 2018*