

Catriona Shedd

Portfolio: catrionacornett.com

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Summary

I am currently leading and managing a team of designers at Salesforce in solving problems and designing solutions for the enterprise. I have spent over 9 years in User Experience Design, and am passionate about making people's lives better through design.

Experience

Director of Product Design

Salesforce

Palo Alto, CA

August 2015 - Present

- Led and managed the product design team for SalesforceIQ CRM
- Led a revamp of how the team gathers, analyzes, and prioritizes usability issues throughout the product. Created a hierarchy that allows us to track and measure improvements against the tasks they relate to and the user goals they support.
- Instituted methods for determining our roadmap based on themes and problems we're solving for our users, not just what features we want to build. Led the team in exercises to understand our users and focus on their challenges and goals.
- Revamped the design recruiting process by creating new design challenge exercises, identifying sourcing opportunities, expediting the process for candidates, and improving questions asked throughout the process.

Lead User Experience Designer

RelateIQ, a Salesforce Company

Palo Alto, CA

November 2013 - August 2015

- Led the User Experience and Interaction Design of a wide range of high visibility, high impact, and high complexity design efforts across channels including a redesign of the product's global navigation, the creation of an interactive data import tool, and the introduction of a Chrome extension that surfaces RelateIQ data within Gmail.
- Identified opportunities to evolve and simplify the product's user experience by prioritizing the needs of a more focused target audience.
- Followed an iterative product development approach by quickly iterating on features and functionality following product launches based on qualitative and quantitative data analysis.
- Collaborated with the Design team, Product Management, Engineering, Sales and Marketing on identifying user pain points and brainstorming opportunities for improvement. Balanced business requirements, user needs, and technical feasibility to identify solutions.
- Helped craft an experience map detailing target user activities, needs, barriers, and opportunities to better meet their needs within the product.

Senior User Experience Designer & Strategist

The Archer Group

Wilmington, DE

December 2009 - November 2013

- Led user experience strategy, user research, information architecture, interaction design and usability testing for desktop and mobile (web & native) B2B and B2C products and services for over a dozen clients across multiple industries including several Fortune 100 companies.

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- Created a comprehensive mobile UX best practices guide for iOS and Android smartphone and tablet experiences for a Fortune 100 financial services company. Presented this guide to senior management, gaining buy-in for a consistent UX approach across the organization.
- Defined and implemented cross-channel experiences for prospective and existing credit card customers across multi-platform desktop, mobile, tablet & kiosks for a Top 2 US bank.
- Created advanced interactive prototypes in Axure RP for use in usability tests
- Led strategy workshops and exercises with client teams to help define product direction and create implementation roadmaps based on a user-centric foundation.

Information Architect

Vanguard

Valley Forge, PA

July 2007 - December 2009

- Led efforts to create a design strategy to unify the tools used by Institutional Relationship Managers into a unified portal. Presented strategic vision to stakeholders, prepared implementation plan and created wireframes illustrating vision.
- Prepared and conducted in-person and remote usability tests. Analysis of a remote study with 800+ participants resulted in improvements to the online Rollover 401(k) experience
- Created wireframes of future state visions for the Personal Investors website.
- Conducted usability tests with internal and external users of Institutional advice offerings.
- Prioritized capabilities, analyzed usage statistics, implemented process improvements, and coordinated activities in an Agile environment for enhancement of the company Intranet.

Skills

| Strategy | Research | Design | Applications/Tech |
|---|--|--|---|
| <ul style="list-style-type: none">• Experience maps• Stakeholder interviews• Personas• User flows/scenarios• Storyboards• Mental models• Design principles• Heuristic evaluation | <ul style="list-style-type: none">• User interviews• Usability testing• Remote testing• Eye-tracking• Surveys• Competitive analysis• Analytics | <ul style="list-style-type: none">• Sketches• Wireframes• Site maps• Interactive prototypes• iOS design• Android design• Mobile web design | <ul style="list-style-type: none">• Axure RP Pro• Balsamiq• MS Visio• Adobe Photoshop• Tobii Studio• Morae• Silverback• HTML/CSS |

Education

B.S. in Information Sciences and Technology

The Pennsylvania State University

University Park, PA

May 2007

- Cumulative GPA: 4.0/4.0
- Graduated as Student Marshall, obtaining the highest GPA out of graduating class
- Minor: Information Sciences and Technology for Telecommunications