

# DAN SHULTS

35 Harrison St. Unit C, Roslindale, MA 02131  
609.651.2651 | dantshults@gmail.com | www.dtshults.com

## UX/UI/WEB

### **THE GROMMET.** SR UX/UI DESIGNER, 6/2017 - MANAGER UX/UI, 2/2020 - PRESENT

- Lead redesign of full ecommerce experience for UX and UI
- Lead team during redesign of SaaS supplier platform for UX and UI
- Lead user research, incl. interviews, sentiment analysis, and persona development
- Built prototypes and conducted usability studies to generate and validate ideas
- Established and operated A/B testing program
- Developed user flows, journey maps, and other artifacts to guide decision making
- Developed and maintained design systems, incl. style guides and component libraries
- Organized and facilitated work for UX/UI team
- Mentored designers, including critiques, ongoing education, and career development
- Modernized tools and standards to align with current best practices
- Worked closely with Product and Engineering to optimize Agile process and Design QA
- Collaborated with Marketing, Media, and Creative teams to ensure alignment

### **VISIBLE MEASURES.** DESIGNER, 3/2015 – MANAGER DESIGN, 3/2016 - 3/2017

- Worked closely with stakeholders and users to deliver UX solutions in an agile setting
- Guided and facilitated work from other designers and contractors
- Coordinated and integrated Design workflow with Product, Marketing, and Engineering
- Established improved QA, testing, and deployment process for products and features
- Created materials including wireframes, prototypes, and final UI for SaaS platform
- Produced branded material such as sell sheets, decks, emails, websites, and more
- Developed and implemented brand identity system
- Filmed and edited promotional video materials

### **ESPN.** UX/UI DESIGNER, 1/2014 - 1/2015

- Created rich, responsive apps and websites for a global audience
- Worked with design team to perfect user experience
- Collaborated on front-end coding of sites and components

### **DRINKCAFFEINE.** UX/UI DESIGNER, 2/2008 - 8/2013

- Designed creative content, from concept to implementation, for web, mobile, and print
- Designed and coded apps and rich interactive components
- Created branding for various clients, from international brands to local businesses

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## SKILLS

Design Team Mgmt.  
UX/UI Design  
Prototyping  
User Research  
A/B testing  
Design Systems Mgmt.  
Branding  
Graphic Design  
HTML/CSS/JS  
Motion Graphics  
Video Production

## EDUCATION

QUINNIPIAC UNIVERSITY  
B.A. in Interactive Digital Design May 2008  
Minors in Computer Science and Philosophy

## EXTRAS

**BRETTL-HUPFERS SKI CLUB.** RECRUITING, 7/2017 - PRESIDENT, 7/2019 - PRESENT  
Chief officer of 40+ member ski club  
Manage operations of lodge in New Hampshire  
Oversee board of directors in managing:  
recruitment, fundraising, social planning, race league, lodge upkeep, etc.

**LITTLE BROTHERS FRIENDS OF THE ELDERLY.** VOLUNTEER, 11/2015 - PRESENT  
Design promotional materials for fundraisers and other events  
Assist with events, including providing rides for the elderly, preparing and serving food, and training other volunteers.

## REFERENCES

Available upon request