

PIP SHEA

EXPERIENCE DESIGNER, MEANJIN / BRISBANE

I'm a UX Specialist motivated to create holistic, inclusive, frictionless and meaningful moments to get people where they need to go and have them enjoying it along the way.

TOOLS AND PROGRAMS

Research / Design

- Miro
- Figma
- Dovetail
- Canva
- Invision
- Photoshop
- Askable (recruitment)
- Optimal Sort

Project management / admin / repository

- Microsoft 365
- Atlassian products (Jira, Confluence, Trello)
- Airtable
- Slack

Content management

- Wagtail CMS

EDUCATIONAL

GENERAL ASSEMBLY

User Experience Design
Immersive

FEDERATION UNIVERSITY

Bachelor of Acting for Stage & Screen

RECENT EXPERIENCE

EXPERIENCE DESIGNER

R/GA MELBOURNE (REMOTE)

SEP 2021-MAY 2024

I led and participated in research and design phases to create web and mobile experiences for clients including: Toyota Australia, NSW SES, and Google (APAC region).

Impactful projects:

- *Toyota for Business* redesign to improve comprehension for small to enterprise size businesses.
- *Toyota for Business* 'Thinking styles' (think personas-but less demographically based) to help us create and prioritise pages, content and projects.
- NSW SES website redesign

UX DESIGNER & RESEARCHER

ACMI, MELBOURNE

MAY 2019-SEP 2021

My work spanned across multiple projects, disciplines and department with the goal of optimising the entire museum experience for visitors.

In-gallery experiences I worked on:

- Defining and testing museum interactives,
- Interactive digital labels
- Optimising The Lens (a hand-held physical in-gallery device) experience - which connected hardware, museum software and a web experience together to help visitors learn and discover more about artworks and objects

Organisational projects included:

- School booking improvements
- UX improvements for the On-Demand film platform (Cinema 3)
- Co-managing software UAT: website, Collections CMS
- Designing and building .com pages
- Finding efficiencies in cross department projects and processes

UX RESEARCHER / COPYWRITER

BEST FRIENDS FOREVER, MELBOURNE

NOV 2018-FEB 2019

I conducted research (market, competitor & user research) for UX, rebranding, business strategy and content marketing projects. My role included desk research, user/stakeholder interviews, brand analysis (tone of voice, content, social, product and UX audit) research synthesis, strategy and copywriting (project by project basis).

CONTACT

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[LINKED IN](#)

REFERENCES ON REQUEST