

# PIP SHEA

## EXPERIENCE DESIGNER

I am truly passionate about creating harmony and playfulness. This can't always be achieved in design or the 'business' world, however infusing my process with this intention is what drives me forward and helps me succeed as a designer. I seek to create holistic, inclusive, frictionless and enjoyable moments, by inviting collaboration, relentless curiosity, and a 'convention-challenging' mindset into my process.

## RECENT EXPERIENCE

### Experience Designer

R/GA, Melbourne SEP 21'-PRESENT

Predominantly working remotely, the majority of projects I work on are creating and uplifting pages on Toyota Australia's website. These projects span across multiple facets of the business.

I lead continuous research and design phases often where I work closely with Data Science, SEO, Copywriting and Visual Design teams. These phases conclude with client presentations which I will often lead.

### UX Researcher / Designer

ACMI, Melbourne MAY 19'-SEP21'

My work encompassed multiple different projects and disciplines, borrowing design skills and techniques with the goal of optimising the in-gallery experience for visitors.

The in-gallery experiences I worked on were assisting in defining and testing interactive experiences, interactive digital labels and a physical in-gallery device ([The Lens](#)) which connected hardware, museum software and a web experience. This experience allowed visitors to collect their favourite exhibits to then view post visit.

Concurrent projects were improving the school booking experience: for ACMI staff and schools, co-managing software UAT: website features and bugs, wireframing with existing UI, building pages in the CMS and creating user documentation,

## TOOLS & PROGRAMS

### Research / Design

Miro, Figma, Dovetail, Canva, Invision, Photoshop

### Project management / admin / repository

Trello, Microsoft 365 products (Office, Jira, Confluence), Airtable, Dropbox

### Content management

Wagtail CMS

## EDUCATION

### General Assembly FEB 18'-MAY 18'

User Experience Design Immersive

### Federation University, Ballarat 2006-2008

Bachelor of Acting for Stage & Screen

## REFERENCES

Available on request

## CONTACT

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## UX Researcher / Copywriter

Best Friends Forever, Melbourne NOV 18'-FEB 19'

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).

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