

PIP SHEA

EXPERIENCE DESIGNER

I am truly passionate about creating harmony and playfulness. I understand this can't always be achieved in design or the 'business' world, however infusing my process with this intention is what drives me forward as a designer. I seek to create inclusive, frictionless and hopefully enjoyable moments, by remaining curious, collaborative and a challenger of convention.

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 'Discover', 'Define 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/UX 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,

EXPERIENCE CONTINUED NEXT PAGE

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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EXPERIENCE DESIGNER

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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