

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

PROJECT MANAGEMENT / ADMIN / REPOSITORY

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

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-PRESENT

I lead and participate in research and design phases to create and uplift existing pages and tools on Toyota.com. I collaborate closely with Data Science, SEO, Copywriting and Visual Design teams from concept to delivery. Impactful .com projects include:

- Uplifting the *Toyota for Business* hub to improve comprehension for small—enterprise businesses
- Uplifting the Toyota Owner's landing page to help new and existing owners better understand and manage their vehicle
- An extensive research process to create *Toyota for Business* 'Thinking styles' (think personas-but less demographically based) to help us create and prioritise pages, content and projects.

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
- Co-managing software UAT: website, Collections CMS
- Creating .com pages
- Creating user documentation
- 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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