

SHAUN G. McNAMARA

Pepperell, MA 01463 | (978) 609-3852 | oaken13@oakendoor.com | [LinkedIn](#) | Portfolio: www.oakendoor.com

User Experience Design Leader

Innovative thinker with a compelling background in Design Operations, UX Strategy, and UX Maturity models.

- **A well-seasoned and passionate Player-Coach design leader** experienced in creating robust product and service designs, ideating novel & compelling functional features based on user and business needs, design best practices, trend analysis, synthesizing and reconciling complex requirements into clearly visualized and intuitive prototypes, story maps, user journeys, user flows, etc. that guide the fully realized product or service to fruition and continuous improvement.
- Vast experience in **developing, leading, and scaling design practices and methodologies**. Talented in managing design teams across multiple projects with a track record of successfully driving design systems, projects, and product releases.
- **Mastery of design principles** and experience producing and managing multi-platform design systems, user flows, rapid prototypes, wireframes, experience maps, and functional product designs.
- Adept at **synthesizing user-centered design** from user research, testing, personas, journeys, and inspection methods.
- Technical and business fluency with **excellence in breaking down large challenges into incremental solutions and decisions**, positioning various approaches. Drive big-picture thinking along with experience in the Agile/Scrum development methodology.

Core Competencies

Design Operations & UX Strategy • UX Maturity, Design, & Digital Transformation • User & Interaction Flows, Storyboards
UX Research (Generative, Evaluative) • Cross-device/platform responsive & mobile design
Design Systems & Service Design • Project Planning & Management • Servant Leadership & Team Building

Research & Design Expertise

Story & Journey Mapping • User Flows • User Interviews, Personas, analytics • Usability Testing, Contextual Inquiry
Card Sorting, Surveys, Task Analysis • Heuristic Evaluations & Other Inspection Methods • Affinity Diagramming
• Wireframes, Mockups, Prototypes, etc. for interaction across mobile and desktop interfaces

Tools Expertise: Figma • Adobe (XD, Illustrator, Photoshop, Lightroom, Prelude, Premier, Dreamweaver, InDesign, Acrobat) • Axure • InVision • Balsamiq • TechSmith (Morae, Camtasia, Snagit) • Optimal Workshop (and other research tools)

Coding & Scripting Knowledge: HTML & HTMX frameworks as well as CSS frameworks

Professional Experience

Tuebora - Santa Clara, CA (remote)

2022 – Present

Director of User Experience Design - Product Team

Deliver interaction solutions for Identity Access Management Enterprise and SMB products and services. A Player-Coach leading a well-rounded team of designers across multiple broad initiatives; spearheading design of digital product features and capabilities that provide engaging, intuitive experiences. Define and prioritize the challenges, process initiatives, and coordinated efforts of team members across the organization. Lead all aspects of vision execution and achievement of measurable results across Product.

- Lead and execute all design projects from concept to deployment while managing design operations lifecycle and UX strategy.
- Lead and execute User Research initiatives, synthesizing them into concise, focused, understandable product and service design solutions.
- Established Product Design and research priorities within interdisciplinary teams while crafting and leading the implementation of UX strategy to enhance product roadmap vision and align user-centered design and business strategy.
- Promote the creation of products that consider users, push for innovation, prioritize usability, and balance business objectives.
- Provide expert device, platform, and framework review and recommendations for technical & business needs.
- Deliver system-level design thinking and employ the UX Maturity model review process to measure the organization's goals and practices in understanding and delivering user-centered design for more streamlined efficiency.
- Represent the voice of users and demonstrate a strong understanding of client needs by initiating and leading User Research with current and potential clients.
- Establish, update, and clearly communicate design processes, ideas, and solutions to executives, end users, and IT teams.

Key Achievements

- Introduced UX inspection methods to kick off internal review and engage stakeholders and cross-functional teams in establishing more significant collaborative effort and transparency into product and service issues.

- Enhanced understanding and streamlined engineering implementation, release, and heightened performance in usability testing by producing story maps and user journeys, user flows, wireframes, mockup designs, and prototypes.
- Advanced business understanding of user needs and streamlined processes by creating personas and presentations with associated reference designs.

RSA Security - Bedford, MA**2015 – 2021****Principal User Experience Designer - User Experience Design Group**

Led and executed the design strategy and hands-on design solutions for SecurID and Governance & Lifecycle products and services. Drove collaboration with stakeholders to understand business needs and roadmap, creating intuitive and visually appealing product experiences. Championed user-centered design, clearly articulating users' points of view, pain points, and desires.

- Led and executed all design projects from concept to deployment while managing design operations lifecycle and UX strategy.
- Led and executed User Research initiatives to understand current user needs and wants, test potential design solutions with users, and help translate those findings into actionable insights and marketable products.
- Translated business requirements and user needs into tangible interaction designs through detailed wireframes, mockups, and prototypes. Created RSA's design system and pattern libraries that both design and delivery teams used to build cohesive and consistent product and service releases.
- Communicated design decisions, rationale, and direction through presentations and other report documentation to stakeholders and executives.
- Worked closely with end users, executives, product owners/managers, and internal teams to synthesize and reconcile complex requirements, set the vision for the user experience, and ensure product delivery on time and within budget through rapid iteration and streamlining processes.

Key Achievements

- Led, executed, and managed the merge of two flagship authentication mobile apps into the current RSA SecurID app, advancing ROI, synthesizing branding, and streamlining Engineering, Marketing and Sales processes in line with OKRs and KPIs.
- Established collaborative environments across teams and improved operational efficiencies by setting up and running multiple internal and client UX workshops to provide a greater understanding of UX design thinking and user-centered design and processes.

Parexel - Billerica, MA**2013 – 2015****Associate Director - Human Factors Engineering Group**

Drove collaboration with multidisciplinary team leadership to work with design, engineering, medical, marketing, quality, manufacturing, and regulatory colleagues to provide information solutions for clinical study research and development, focusing on data-driven monitoring. Applied human-centered design methods through the implementation of usability processes.

- Led and executed all multi-device/platform/responsive/mobile design and User Research initiatives driving the evolution of new and existing products, including the award winning Data-Driven Monitoring product (**Clinical Innovator of the Year award, 2015**)
- Provided design thinking leadership and guidance in user-centered design based on UX best practices with a continual eye on new UX design concepts and technologies to maximize efficiencies and support fluid methodology changes and market shifts.
- Led hands-on development of protocols, study designs, and execution of formative and summative usability studies.
- Streamlined design operations and strategy processes to support designers and delivery teams in creating unified, consistent, quality designs with measurable, documented outcomes.
- Implemented UX processes for creating and updating profiles & personas, heuristic evaluations, story mapping, user journeys, user flows,, archetype correlation, color psychology reference, device interaction scenarios, reporting, and presentations.
- Managed UX department processes, business development, and personnel while tracking measurable return on investment.

Military Experience: United States Coast Guard Port Security, Environmental Geology Specialist (Veteran) | Marine Science Office, Boston MA.

Professional Development

User Experience (UX) | Bentley University – Waltham, MA

Courses: Human Factors in Information Design • User & Task Analysis • Usability Testing • Designing Instructional Media • Designing for the Global Community • Information Architecture • User-Centered Interface Design • Managing a User-Centered Development Process • Usability Inspection Methods

Bachelor of Art (B.A.), English Literature; Minor – Environmental Geology | Northeastern University – Boston, MA

Graduated Summa cum Laude, Dean's List