

Shannon Burch

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Portfolio: http://www.triorb.com/sburchportfolio_highres.pdf

Well-rounded, self-starting User Experience designer with 15 years experience. Accomplished in both desktop and mobile product design, plus managing all aspects of a project end-to-end and being a liaison with programmers, sales, management and outside contractors. Keen interest and deep experience in particular for mobile information dashboard design and data visualization for complex analytics. Exceptional at working directly with clients, both internal and external, with speedy and professional designs.

Skills

Programs: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, AfterEffects, Acrobat, Flash, Fireworks), Axure, Fractal Design Painter, WinCvs, TortoiseSVN, Microsoft Office, Tableau, Microstrategy, Qlikview

Languages: HTML, DHTML, CSS, Javascript; work with Bootstrap, Angular.js, AJAX, PHP, ColdFusion, Perl, XML Java directly to implement designs

Skilled in mobile and desktop user interface for complex B2B products. Experienced in SAAS (software as a service) design and production from whiteboard idea to product launch. Award-winning designer and artist.

Proficient at working with challenging clients on multi-million dollar contracts.

Work History

ZS Associates
User Experience Lead
2011 – Present

User Interface: Research and then create the design and requirements for iPad and iPhone application sales rep software. Use responsive design and JQuery/bootstrap to handle varying screensizes on the same codebase. Work closely with 6 person development team throughout entire process to ensure good UI; app was launched in late 2013 and now being used by 7 major pharma companies.

Sole user experience designer for flagship products for calculating sales compensation, quotas calculation and adjustment and MBO ratings management. Create user interface testing team and employ user testing and research to improve designs. Design forward-looking concepts for future products and branding.

Interpret new company brand for software and implement in existing products; work with programmers to create a flexible CSS structure that will allow rapid future changes and easy co-branding.

Data Visualization: Design and advise on multiple iPad rep-facing analytic dashboard applications for large pharma companies, using Microstrategy, Tableau, and Qlikview as platforms. Initially called into look over a single app, I was quickly called on for additional ones; my feedback and revisions were considered so valuable to the Mobility team that 6 more UX designers were hired to handle the demand.

Present to internal team and outside client teams on "Practical Dashboard Design" and User Centered training to train business technologists on user research, design and data visualization.

Spigit
Vice President, Design
2007 – 2010

User Interface: Founding member of 5 person startup team grew to over 100 before being bought by Mindjet. Design user interface and site designs for a social networking innovation product now used by 20% of the Fortune 10 and 15% of the Fortune 500, such as Wal-Mart, Citi, Pfizer, Southwest, Coca-Cola, Cisco, IBM, Allstate, AAA and AT&T, as well as NYC's government and the X Prize foundation. In addition to the main product (EnterpriseSpigit), designed and implemented several subsidiary products: Spigit for Sharepoint, MobileSpigit (iPhone app), ContestSpigit, PredictionSpigit, SpigitU, GovSpigit, WeSpigit (small business), and ConferenceSpigit.

Print: Print and tradeshow booth and ad design for entire product line. Designed all marketing collateral, shareholder reports, letterhead, business cards, forms, folders, business cards and logos.

Multimedia: Create graphics and diagrams for winning PowerPoint presentations for multimillion dollar contracts.

Management: Hire and train three designers to brand sites and create new interfaces, logos and cut sheets within brand guidelines. Manage outside design/coding contractors. Community manager and primary point of contact for Choice Hotels, Sanofi-Aventis, Pfizer, and Wal-Mart/Sam's Club.

Featured awards:



Spigit recognized as one of JMP's 2011
"Hot 100: The Best Privately Held Software Companies"

Finalist



Technology pace setters award



HyperFeed Technologies
Creative Director
2004 – 2006

Web and User Interface: Design and maintain corporate website for multimillion dollar international company; create HyperFeed intranet and HyperFeed/client project websites for companies such as NASDAQ, CBOE, ComStock and Moneyline Telerate.

Print: Create print and multimedia campaign for new market data products, with national and international distribution. Establish campaigns over several months culminating in display at the SIA Technology Management Show and Conference in NYC.

Designed all marketing collateral, annual reports, letterhead, forms and logos.

Multimedia: Create winning PowerPoint sales presentations with embedded Flash multimedia movies, for single contracts of over \$6 million/year.

Management: Collaborated with outside PR and Marketing firms as sole internal marketing resource. Managed all printing work for HyperFeed, including negotiating new contracts with printers and maintenance companies, resulting a 25% cost savings.

PCQuote.com
(A subsidiary of
HyperFeed)
Web Services Manager
2002 – 2003

Web and User Interface: Collaborate with Russian programmers to redesign www.marketscreen.com, a sophisticated stock screening website with thousands of screening tools. Improve user interface and create framework for co-branding the site for clients, by using an ASP/Java dynamically generated site and extensive stylesheets for maximum flexibility.

Co-brand marketscreen.com for client in \$1.5 million deal. New site, www.tradescreens.com, is created off the marketscreen.com platform with custom entry and tutorial pages.

Liaison with American and Russian programmers to create PHP client sites from my UI design. Clients could view their account information as either a site manager, account manager, site tech or account tech, receive bug fixes and upgrades, view promotions, and modify their account information.

Redesign to improve UI on Neosphere, a ColdFusion based real-time authentication and customer records site.

Print: Create print campaign focussing on HyperFeed's change to a tickerplant technology company.

Management: Main contact with Vice President of Sales in sale of PCQuote.com assets. Interview candidates for marketing/design position.

PCQuote.com
**Web Designer/
Production Manager**
1998 – 2002

Web and User Interface: Collaborate on 6 person team to design and produce two complete redesigns of 1000+ page, 300k pageviews/day financial website www.pcquote.com, the latest utilizing PHP scripting for greater control of dynamic content. The site won a Standard of Excellence award in 1998, an Outstanding Web Site award in 1999 and 2000, and Best of Category in 2001 (last year entered) from the Web Marketing Association (<http://www.webaward.org/>).

Management: Train two HTML producers/designers in HTML, Photoshop, Illustrator, online ad setup and user interface and design theory.

Multimedia: Produce multimedia tutorial for stock picking software product "Mercenary", with voice-over and demo video.

Freelance

Triorb Design
Owner
1996 – present

Altavest: Two redesigns of Altavest.com for better SEO and more client signups

Byrne Investment Services: logo and site to position them as a professional broker

Lakeshore Capital Partners: logo, brochure and website to target small and intermediate business owners as acquisition targets

Data Management Inc.: Logo, SEO, website and brochure design to market themselves as a leading provider of healthcare billing services

American Library Association: Design Banned Books Week campaign two years running with posters, bookmarks, t-shirts, brochures, sales sheets, print and online ads, for two year to year increases in sales and reduction in costs.

R.J. O'Brien: Create RJO futures logo, website, and print postcard campaign

Other clients: Eau, Tournesol, Savor, Ice Bar, Tasting Room (print ads), GTFutures (online ads), Northtown Arts Center (logo), Ancelglink, Robbins, Salomon and Patt, PC, Paul Berger and Associates, AroundGuatemala, JDcapital.net, Imaginnate (website design)

Probono/charity work: Cabrini Green Legal Aid Foundation (annual report), Northtown Arts Center (logo)

Education

1995 Cum Laude graduate, Bachelor's of Fine Arts in Drawing at Northern Illinois University

Masters-level classes in Photoshop and Advanced Webmastering at International Academy of Merchandising and Design