

Shannon Cleary

Product Designer

UX Strategy · Discovery · Interaction Design · Facilitation

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UX Designer with 6+ years of experience solving complex problems in enterprise and digital environments. I'm especially strong at figuring out what the real problem is—combining research, user data, systems thinking, and cross-functional perspectives to create clarity and direction. I translate that understanding into thoughtful interaction design and use facilitation to help teams make decisions and move forward.

CORE COMPETENCIES

Strategy & Discovery: Problem Framing · UX Strategy · Qualitative Research · Journey Mapping

Design: Interaction Design · Information Architecture · User Flows · Prototyping · Accessibility · Design Systems

Collaboration: Workshop Facilitation · Design Sprints · Collaborative Design · Stakeholder Alignment · Cross-Functional Collaboration

Tools: Figma · FigJam · Miro · Jira · Axure · Sketch

PRODUCT & UX DESIGN EXPERIENCE

User Experience Design Lead

Nationwide Insurance | Contractor Aug '21 – Jul '22 | Specialist Aug '22 – May '25 | Consultant Jun '25 - Present

- Designed and delivered digital experiences across Nationwide's insurance products, balancing user needs, business goals, technical constraints, and accessibility requirements in complex enterprise systems.
- Led discovery and problem-framing activities to understand user workflows, identify pain points, synthesize research and product data, and translate findings into actionable design opportunities.
- Designed and iterated end-to-end user flows, interaction models, wireframes, prototypes, and production-ready interfaces, collaborating closely with product, engineering, content, research, and accessibility partners.
- Partnered with UX researchers throughout interviews, contextual inquiry, usability testing, and synthesis, contributing discussion guides, follow-up questions, observations, and design recommendations.
- Facilitated collaborative design sessions and workshops, creating structured activities that helped cross-functional teams explore problems, generate ideas, surface assumptions, and reach alignment.
- Planned and facilitated a two-day collaborative design workshop with claims professionals, managers, product, engineering, and business stakeholders, translating months of research and observation into prioritized opportunities and early concepts for a modernized claims management platform.
- Created and maintained reusable interface patterns and component libraries aligned with Nationwide's Design System, working with engineering to support consistent and scalable implementation.
- Served as a design resource for accessibility, partnering with Nationwide's accessibility specialist to apply WCAG 2.1 AA requirements and incorporate accessible interaction patterns throughout the design process.
- Facilitated an AI adoption workshop to help a multidisciplinary team identify responsible opportunities for incorporating AI into everyday workflows.

User Experience Designer

EQuip Our Kids | Pro bono project | Jan 2021 – Jul 2021

- Conducted user research, including interviews and competitive analysis, to understand user needs and inform content strategy.
- Simplified three business and sponsorship pages into a single user-centered experience through information architecture, wireframing, and content design.

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UX Designer

MYFL Brands | Pro bono project | Oct 2020 – Nov 2020

- Led UX research and usability testing for a subscription service, facilitating client workshops and translating findings into wireframes, prototypes, and design recommendations.
- Collaborated with business stakeholders to deliver a user-centered MVP that balanced customer needs and business goals.

Outreach Coordinator | UI Designer

Coalitions & Collaboratives, Inc | May 2018 – Oct 2018

- Designed responsive websites and digital communications supporting collaboration among nonprofit, government, and community partners working on wildfire resilience and watershed protection.
- Synthesized surveys, interviews, and stakeholder strategy sessions to inform organizational priorities, branding, and public communications.

EARLIER EXPERIENCE & LEADERSHIP

Summer Program Facilitator

INVST Community leadership program | Jun 2017 – Aug 2017

- Facilitated a three-week service-learning program across five states, coordinating partnerships with 30+ community organizations while mentoring students through collaborative reflection and decision-making.

Community Solutions Workgroup Facilitator

350 Seattle | Volunteer | Nov 2016 – Mar 2017

- Facilitated consensus-based community planning sessions to identify priorities, build alignment, and develop advocacy initiatives.

Community Storytelling Project Lead

Out Boulder | Internship | Jan 2012 – May 2013

- Conducted and documented 14 oral history interviews and curated a public photography and storytelling exhibit focused on community voices.

EDUCATION

General Assembly
UX Design Certificate | 2020

University of Colorado
BA Anthropology | 2016
Certificate in the Study and Practice of Leadership | 2013