

Katarina Shaw

UX Designer and Researcher

CONTACT

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SKILLS

Research

Affinity Diagrams
Competitive Analysis
Contextual Inquiries
Expert Interviews
Personas
Survey Design
Task Flow Analysis
Territory Mapping

Design

Prototyping
Wireframing
Balsamiq
Photoshop
Illustrator
InDesign
Laser cutting
3D printing

Usability Testing

A/B Testing
Data Analytics
Eye tracking
Heuristic Evaluation
Storyboarding
Think-Alouds

Programming

CSS
HTML
JavaScript
Ruby on Rails
SQL Databases

AWARDS

Deloitte Case Competition

1ST PLACE, MARCH 2013

Johnson & Johnson Case Competition

1ST PLACE, OCTOBER 2012

CMU Undergraduate Case Competition

1ST PLACE, OCTOBER 2011

PNC Bank Case Competition

2ND PLACE, FEBRUARY 2012

CMU Innovation Palooza Impact-a-thon

3RD PLACE, OCTOBER 2014

EDUCATION

CARNEGIE MELLON UNIVERSITY

Masters of Human-Computer Interaction

CLASS OF 2015, QPA 4.12

Bachelor of Science, Information Systems

Minor in Business

CLASS OF 2014, QPA 3.8

WORK EXPERIENCE

UX RESEARCH LEAD, Capstone Project with PNC Financial Services

JAN 2015 - AUG 2015 | PITTSBURGH, PA

- Spearheaded user research and usability testing to inform the design of a mobile app for corporate accountants.
- Facilitated 5 interviews and 11 on-site observations to uncover insights that centered our designs on the accountants' needs and goals.
- Designed low- and mid-fidelity prototypes in Balsamiq and Photoshop.
- Incorporated feedback from 101 accountants by rapidly redesigning and retesting features that performed poorly during usability testing.
- Communicated the design rationale in a 40-page report for our client.

DESIGNER & LEAD DEVELOPER, Six Degrees of Francis Bacon (SDFB)

MAY 2014 - AUG 2015 | PITTSBURGH, PA | WWW.6DFB.ORG

- Worked with English professors to refine the vision for SDFB, an interactive social network diagram that allows researchers to explore 50,000 historical figures and 200,000 relationships.
- Identified an opportunity to facilitate public dialogue between researchers resulting in knowledge sharing and website stickiness.
- Developed the Ruby on Rails and SQL database backend so that admin can add and edit records and approve user contributions.
- Designed a community manager role, "Curator", that is used to recruit experts, cope with a growing number of user contributions to review for quality, and establish community ownership.

CONTENT PUBLISHING INTERN, Microsoft

JUN 2014 - AUG 2014 | REDMOND, WA

- Published a tutorial on two approaches to beta testing that developers use to improve the quality of Windows apps.
- Promoted the UX Design process as a consultant to a software engineering team and taught them to how to paper prototype.
- Performed a heuristic evaluation on a Windows store app and facilitated a 22-person beta test that resulted in 10 usability improvements.

TECHNOLOGY CONSULTING INTERN, PricewaterhouseCoopers

JUN 2013 - AUG 2013 | PHILADELPHIA, PA

- Performed on-site interviews, testing, and evidence gathering to determine whether a vendor was compliant with the security measures outlined by our client, an international bank.
- Reported 10 findings with recommendations to improve their security.