

SHANA HARDY

UI/UX DESIGNER / PRODUCT MANAGER



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ABOUT

A San Francisco native, I moved to Los Angeles in 2004. I started out in the SF tech industry and have loved designing and building web apps ever since. I have navigated an ever changing terrain, working in a variety of environments and in a variety of roles including Front-End Developer, UI Designer, UX Designer, Email Marketing Specialist, Tech Producer and Product Manager.

SKILLS

Design Software: Adobe Photoshop, Illustrator, InDesign, Balsamiq, Sketch, OmniGraffle

Agile Management Tools: JIRA, Confluence, Trello

Frameworks & Code: Bootstrap, HTML 5, CSS 3, Javascript, Coda, Wordpress, Squarespace, Shopify

Marketing & Content: Copy writing, Photo art direction, Social media

EDUCATION

Certificate of Skill - Web Publishing, 1998
Center for Electronic Art, San Francisco

AA - Graphic Communications, 1998
City College of San Francisco
National Dean's List

AA - Fashion Design, 2004
Fashion Institute of Design & Merchandising, San Francisco
Magna Cum Laude

AA - Footwear Design, 2005
Fashion Institute of Design & Merchandising, Los Angeles
Summa Cum Laude

Certified ScrumMaster - 2012

PLUS

Office Charity Organizer - Pose

Influences: The Lean Startup, Epic Content Marketing

EXPERIENCE

UI/UX DESIGNER & PRODUCT MANAGER | JUN 2014 - CURRENT

Freelance Tech & Design

- **GrantIQ / SBIRSource:** UI/UX Design & Development - rebuilding a competitive intelligence platform, focus on research funding data and team building tools
- **Avenue K:** Product Manager - managing and developing the product roadmap for the consumer side of a fashion retail marketplace, spec'ing out new features
- **Junto Box Films:** UI/UX Design & Development - created an online casting app, users can upload and submit auditions as a contestant, as well as vote and share

DIRECTOR of PRODUCTION & DESIGN | JAN 2014 - AUG 2014

Doula Spot

- Managed all tech & design for this startup, worked very closely with the CEO
- Designed, coded and launched editorial blog site (Wordpress) to promote pregnancy health
- Spec'd and designed fully featured dev platform including personal profiles, advanced search, video classroom, purchase points and e-commerce flow
- Designed and implemented email marketing campaign

UI/UX Designer & Email Marketing Specialist | JUN 2011 - NOV 2013

Pose

- Designed and coded features for the website and iOS app of this fashion network
- Designed and implemented a very successful email marketing program
- Assisted Product Manager with QA, user testing & survey support

UI/UX Designer, Producer & Developer | MAR 2010 - JUN 2011

Design Engine Los Angeles (DELA - Web Design Boutique)

- Started and managed a small web design boutique
- Designed and developed custom web apps & Wordpress sites for clients including One World Star (formerly Unger Fabrik, trend clothing manufacturer), GOOD ART HLYWD (luxury accessories line), Flower Girl World (children's book series) and more...

Senior Producer | OCT 2007 - MAR 2010

Break Media

- Managed 5 person team of front-end developers producing custom channels and marketing campaigns for video entertainment site
- Worked with several departments and third-parties to execute advertising driven projects quickly and on time in an agency-like setting