



# Mary Shaw

User Experience Design Portfolio - Selected Samples  
Updated September 2014

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## About Me

Hello, I'm Mary Shaw, a User Experience Designer based in Norwalk, CT, USA.

I began working on digital experiences as a project manager in the 1990's. For over 18 years I've worked with many well-known brands, agencies and companies in the New York City area. In 2006 I decided to focus my energy and passion as an independent UX consultant.

As a user experience designer, I help creative and technology teams succeed by providing a voice for the user and designing with intent.

Digital projects are often complex and sometimes difficult. A clear vision, strong communication, and results-focused teams are the keys to launching successful products. UX design helps to bring all those elements together, leading to better, more effective design solutions.

Thanks for reviewing my portfolio.

## Clients

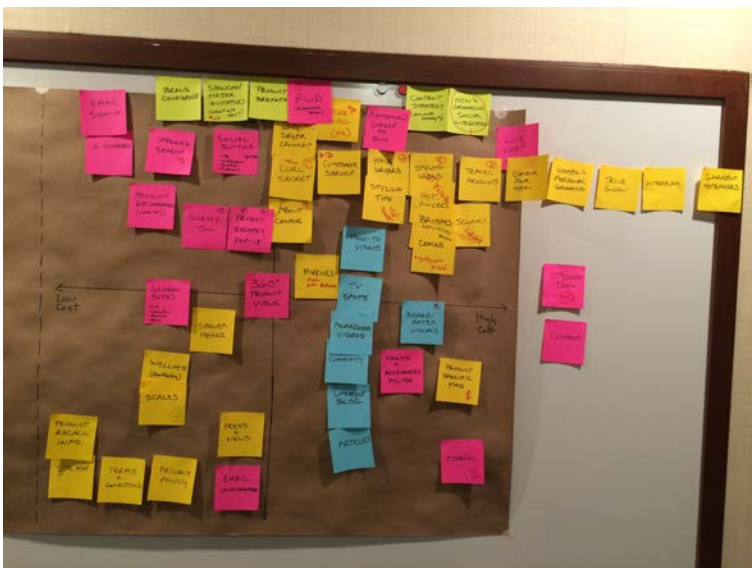


# Work Style

My work style is a hands-on, user-centered, Lean UX approach. This includes a combination of collaborative thinking, research, design, communication and execution. The goal is to effectively create and communicate an appropriate design solution that meets both business and user needs.

The work I do must fit within the triple constraints of time, cost and scope and be of the highest quality possible. To achieve this, I work closely with business owners, creative and technical teams to clearly define project goals, objectives and measurable results.

Since every project is different, I adapt my workflow and design process as needed, while maintaining an overall user-centered, Lean UX framework.



Low-fi tools like the "sketch board" above were used recently to help senior executives at a Fortune 500 company prioritize their site requirements for an upcoming redesign.

Using simple sticky notes and user research including Google Analytics, Quantcast, personas based on demographic data, a competitive analysis and card sort, we collaborated closely to identify the best strategy and content for the new site.

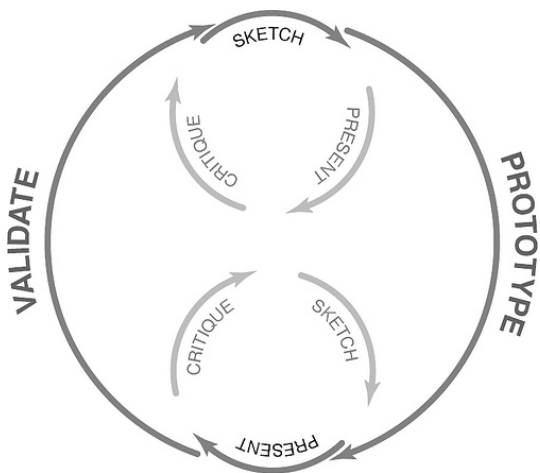
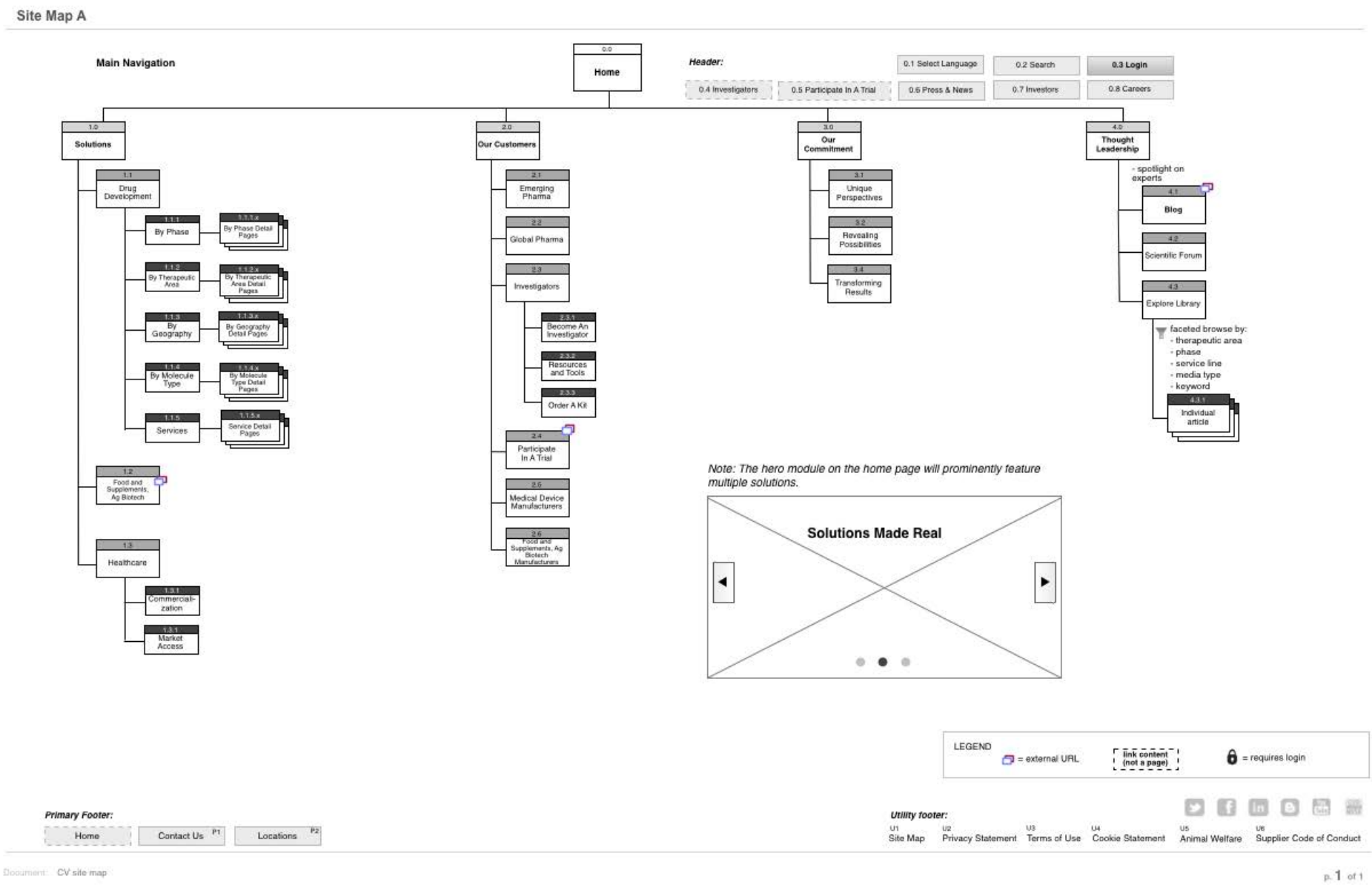


Diagram of the iterative design and critique process. Warfel, Todd Zaki. 2009. *Prototyping: A Practitioner's Guide*. New York: Rosenfeld Media.

# Case Study #1

## Large Corporate Responsive Design

A large, publicly-traded pharmaceutical research company needed to reorganize their site content so it would be less overwhelming and engage a growing mobile user base. The company's New York agency team brought me in to help finalize the site map and create a set of desktop and mobile wireframes.



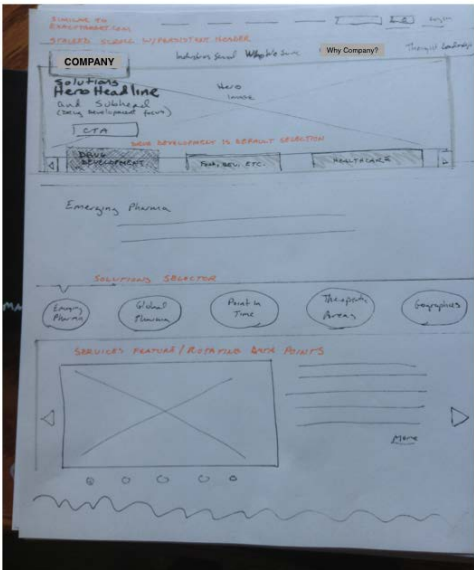


# Case Study #1

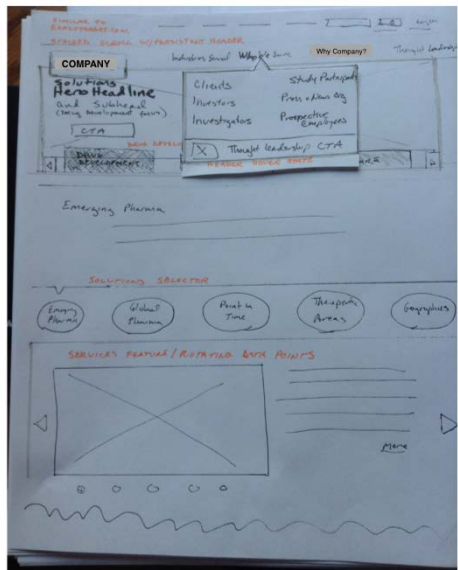
## Large Corporate Responsive Design

Once the site map was approved, we began the process of sketching home page options. While we created lots of sketches internally, we narrowed down our top choices to present to the client.

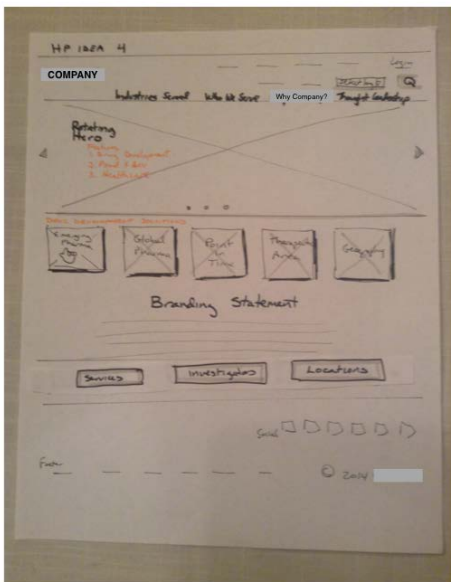
Home Page 1: Stacked scroll w/persistent header



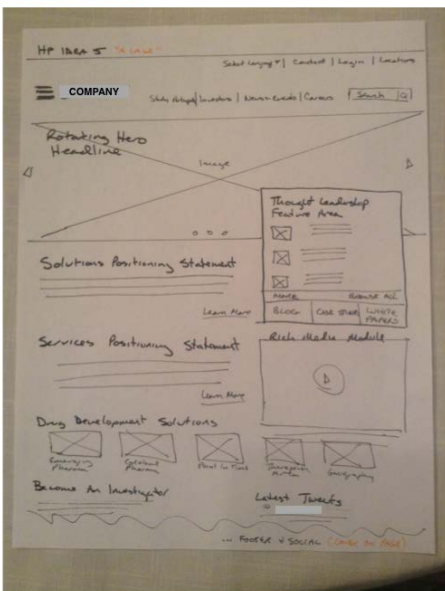
Home Page 1: header hover state



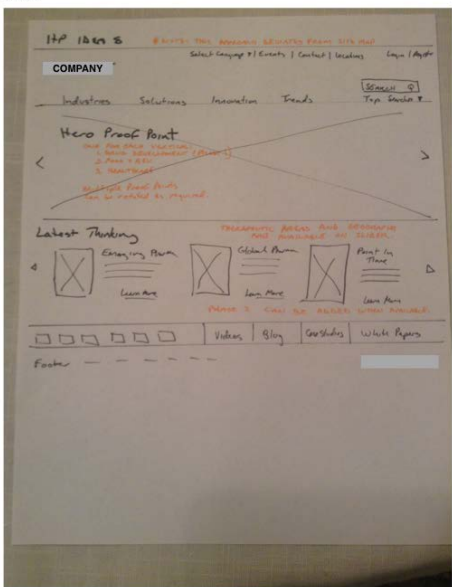
Home Page 4: Drug Development Solutions feature



Home Page 5: Thought Leadership Spotlight - Proof points could be used in the hero



Home Page 8: "Off The Reservation"  
I intentionally changed navigation labels on this one and added a "Top Search" function.



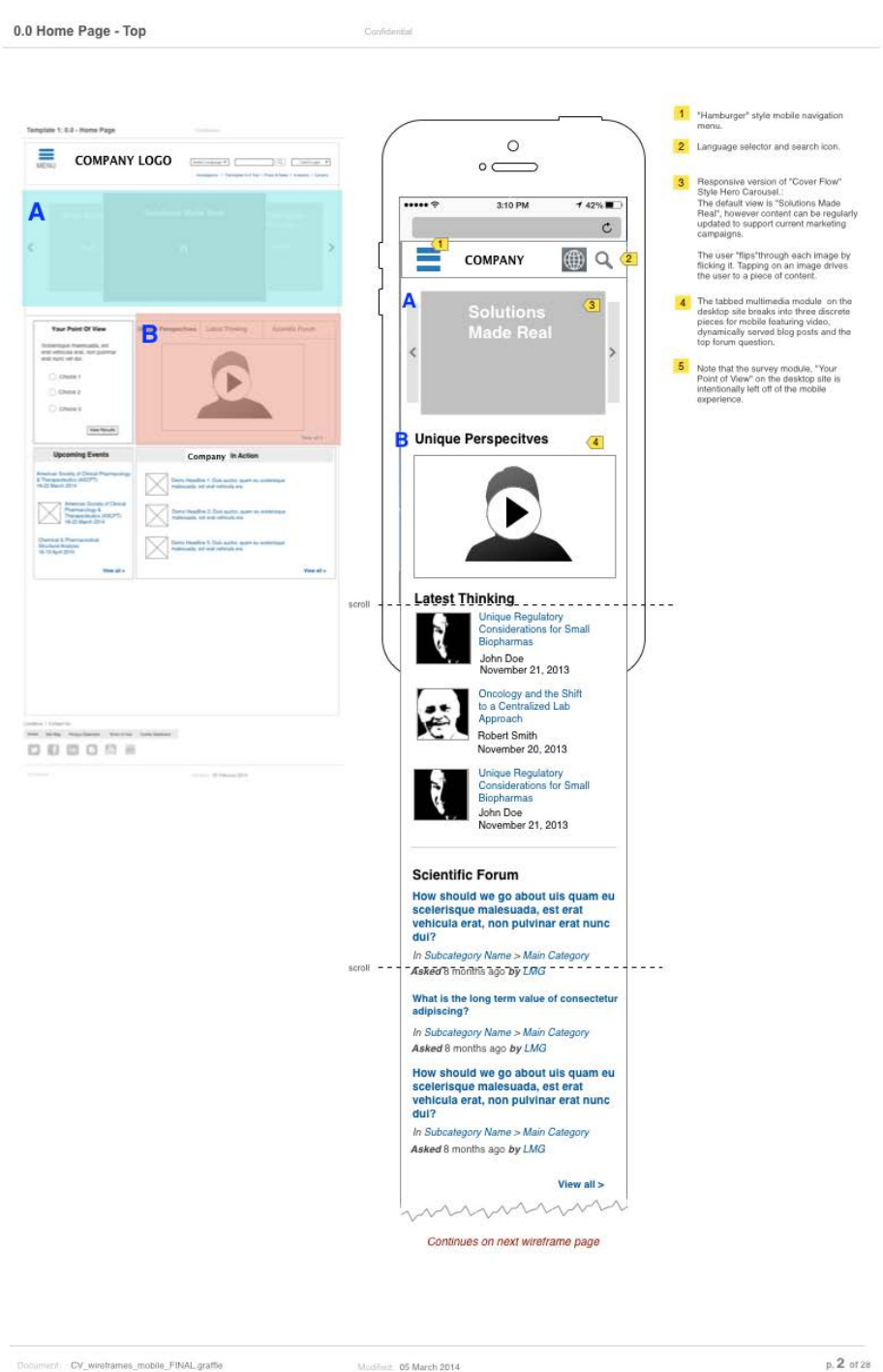
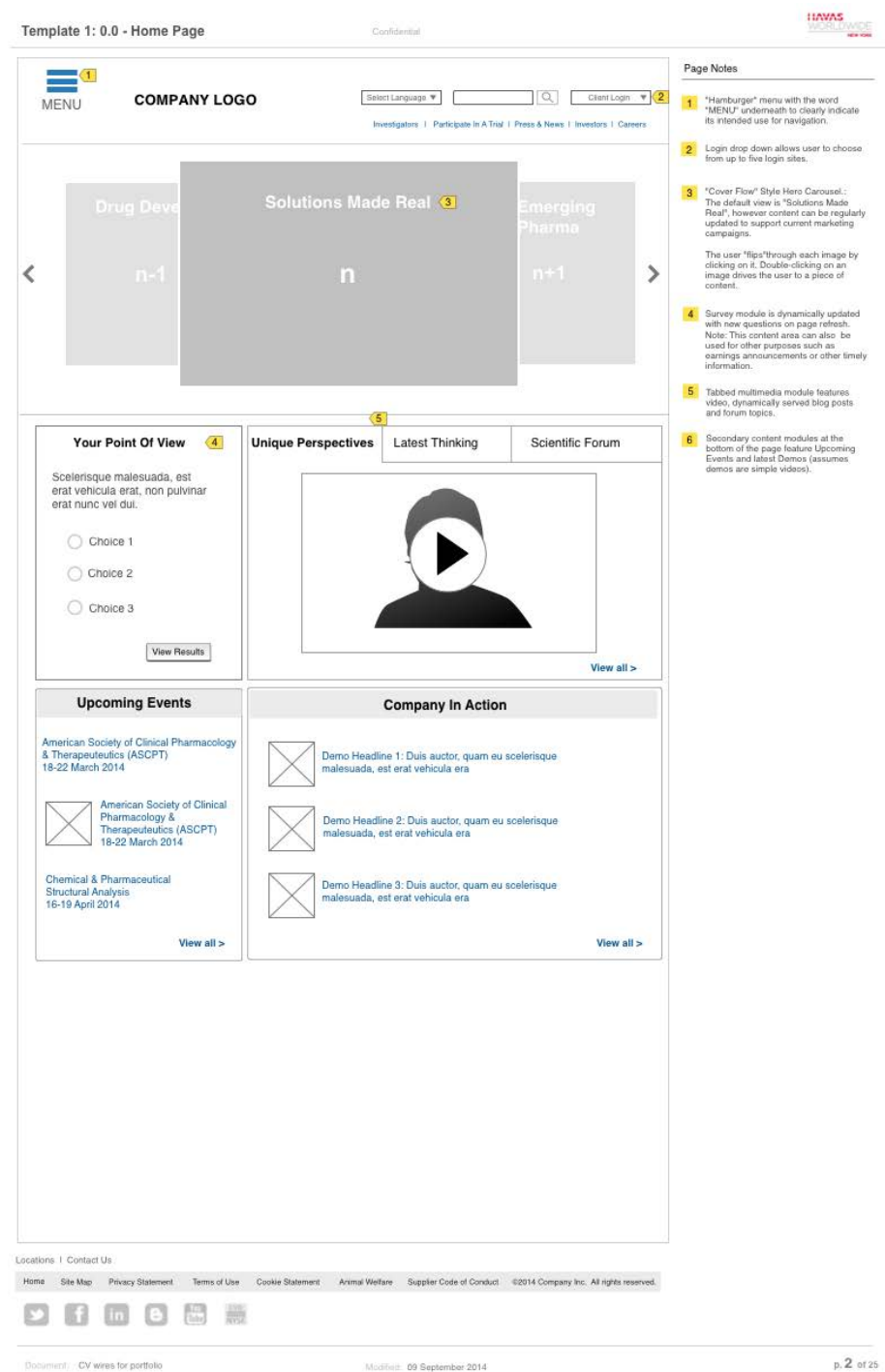
Sketching helps teams come up with many design solutions quickly. A "Pen Before Pixel" approach helps design teams stay focused on solving design problems.

# Case Study #1

## Large Corporate Responsive Design

Wireframes depicting the final design solution were created for both desktop and mobile.

The mobile wireframes referenced the desktop version and identified associated breakpoints within a responsive design.



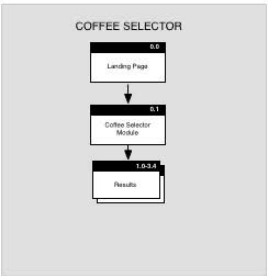
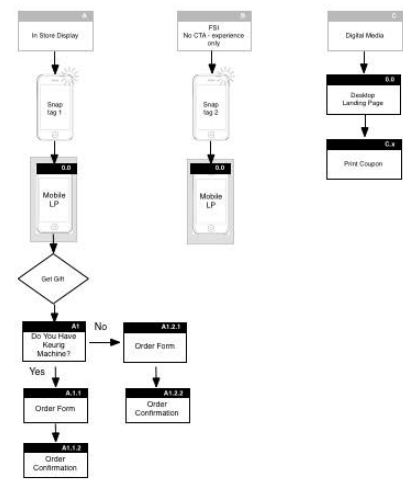
# Case Study #2

## Brand Mobile Site

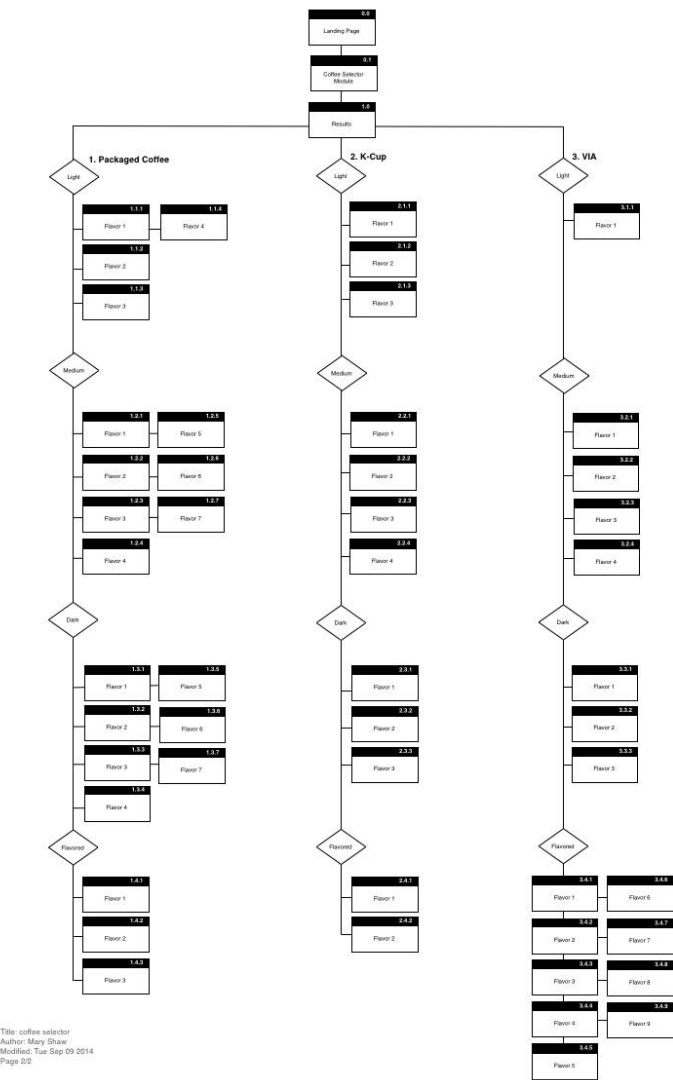
A popular coffee brand was promoting its products in grocery stores and needed a mobile site to help drive their consumer sampling program. We created a "coffee selector" to help consumers choose their favorite flavor and sign up for a free sample in-store.

Coffee Selector User Flow

3 points of entry:



Coffee Selector Matrix



A user flow document outlining the larger consumer experience helped the business owners map out the marketing campaign.

A matrix helped the design and tech teams map out overall content and functionality.

# Case Study #2

## Brand Mobile Site

Mobile wireframes were then created depicting each screen of the experience.

0.0 Mobile Landing Page



- NOTES
- 1. User taps "hamburger" icon to launch coffee selector.
  - 2. User can also launch coffee selector by tapping on "Discovery" call to action text.
  - 3. Sample gift CTA is persistent across the bottom of the interface.

0.1 Coffee Selector Module - static



- NOTES
- 1. User is presented with coffee selector module.

0.1 Coffee Selector Module - selected



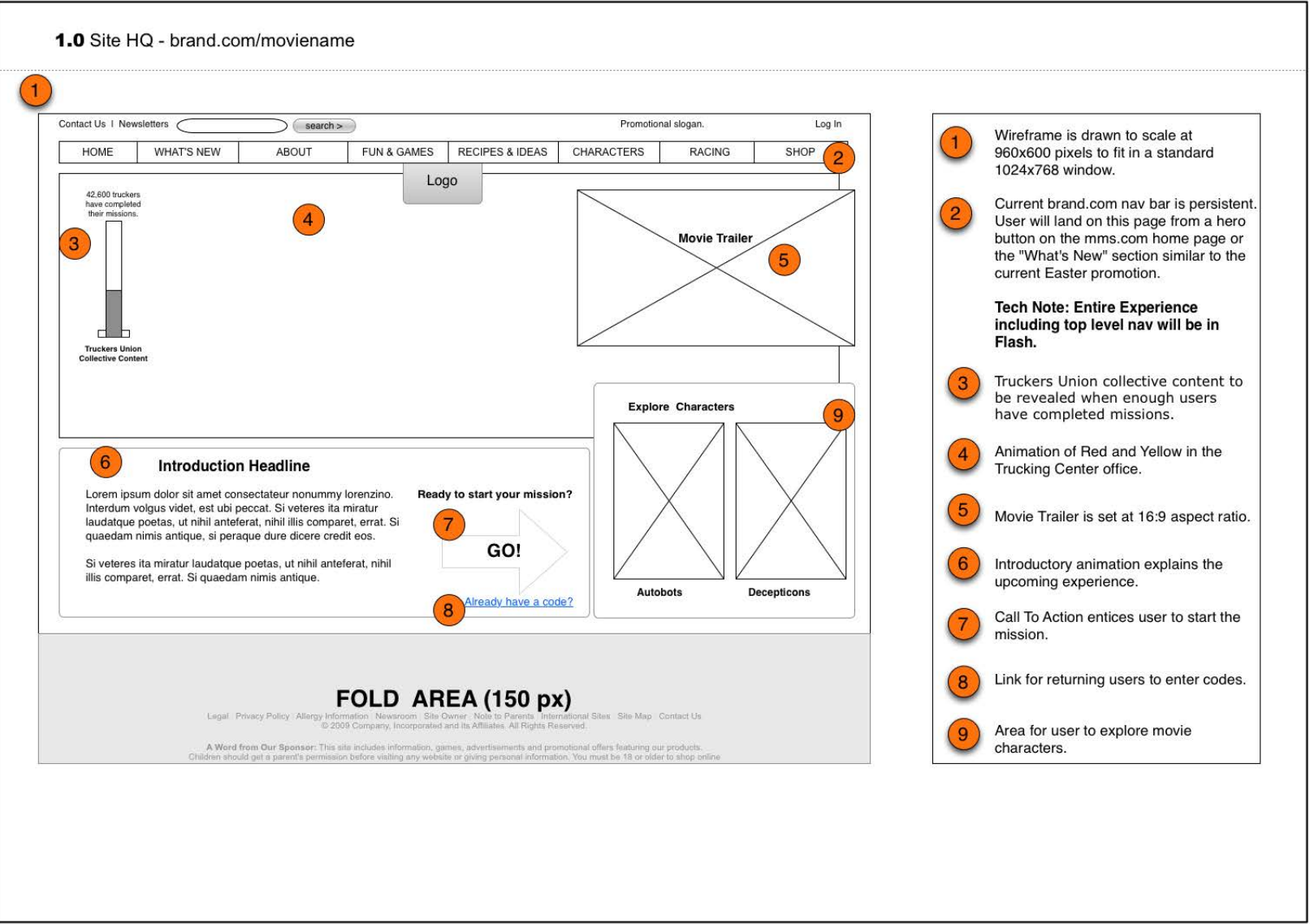
- NOTES
- 1. User selects coffee format.
  - 2. User selects roast.
  - 3. The selected roast's "quality statement" is presented upon selection (each roast has a different description).
  - 4. User clicks next to view results.



# Case Study #3

## Co-Branded Movie Promotion

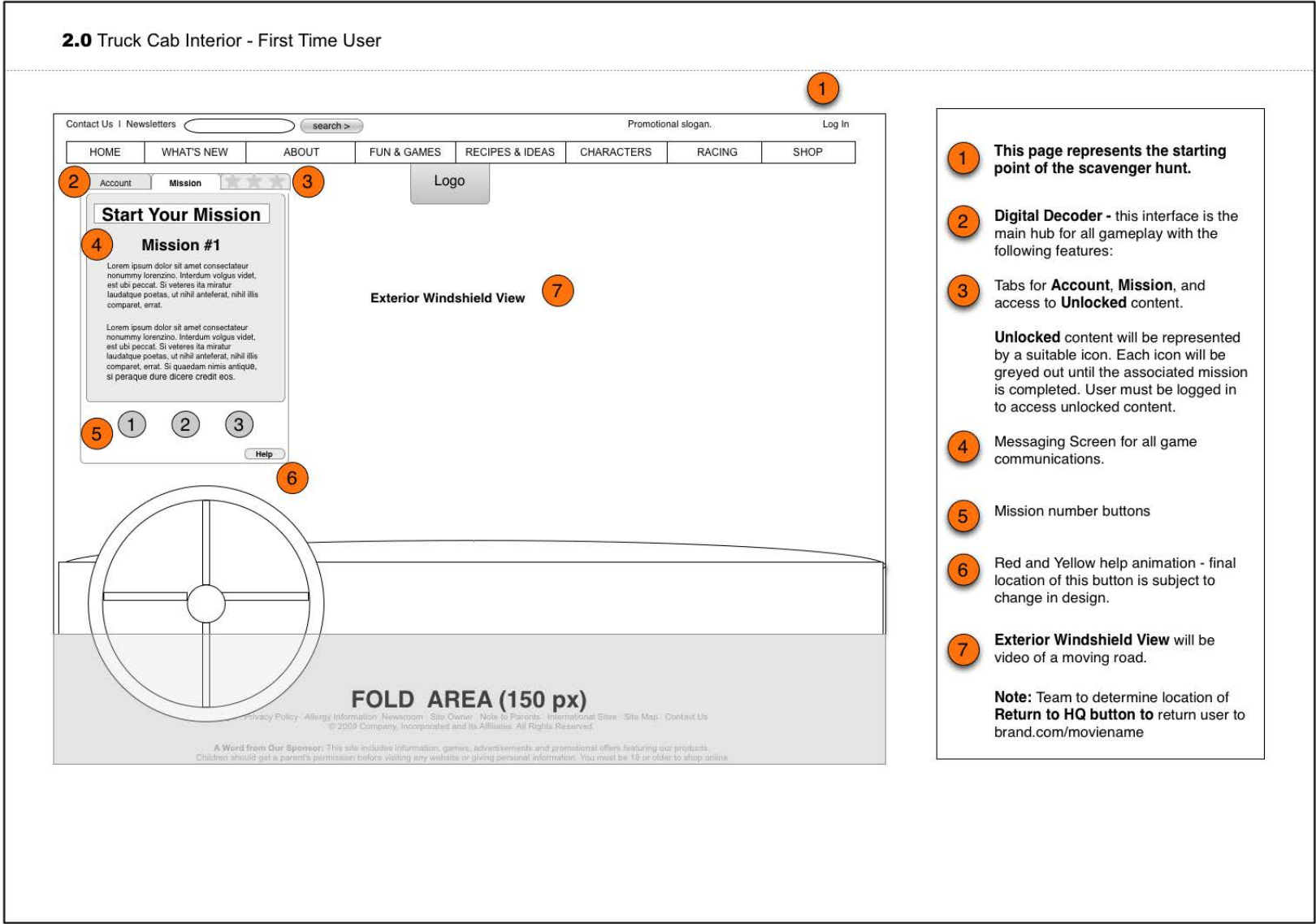
A well-known candy brand teamed up with a summer blockbuster movie release to promote its products. Working with the agency team, we created a "scavenger hunt" experience that enticed consumers to return to a co-branded website using interesting gameplay that traversed three off-site platforms - Facebook, Google Maps and YouTube.



# Case Study #3

## Co-Branded Movie Promotion

Users conducted a "mission" using an online version of futuristic technology featured in the film. The user's goal was to find three codes, each of which would unlock different pieces of additional content targeted at super-fans of the movie and encourage them to return to the site at a later time for a contest promotion.



# Thank you

## Contact details

For more information please contact me. Copies of the documents shown in this portfolio and additional work examples are available by request.

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