Shannon C. Vogel

UI - UX Designer in New York, NY

About Me

I am a Product Designer and co-founder of Vogel Nest and have been working in the design field for 6 years so far, specializing in UI/UX, Branding and digital designs.

Skills

Design Tools
Illustrator, AfterEffects, Premiere, Photoshop, Indesign, Adobe Creative Suite

Design
UX Design, Visual Design, Graphic Design, Information Architecture, Personas, Journey Mapping, Storyboarding, Rapid Prototyping, Wireframing , UX/ UI, user center, responsive design

Research
User Interviews, Usability Testing, Contextual Inquiry, Heuristic Evaluation, Competitive Analysis, Analytics

Prototyping
Sketch, Invision, Figma, Framer

Soft skills
Time management, organizational skills, communication skills, self starter

svogel@vogelnest.com

shannoncvogel.com | (631) 487-7897

Experience

Vogel Nest

Art Director/Co founder   2014 - Present

Vogel Nest is a a design agency creating professional, digital art for brands and publications worldwide
- Led brand launches, website redesigns, and digital marketing campaigns for 25+ clients ranging from small startup to national nonprofits.
- Council clients to help them understand scope of project details and expected performance.
- Creating print and web materials ranging from newsletters, email templates, event invites, posters and design clothing lines using editing tools such as Photoshop, Indesign, Illustrator, After Effects
- Managing website content via Wordpress, Squarespace, Wix and Weebly

Wade and Wendy

UI-UX Designer 2019

Wade and Wendy is a B2B recruiting platform software that supports companies in acquiring talent, converting job seekers into applicants, and making informed recommendations through a recruiting Ai Chatbot process.
- Designed & implemented an admin inbox to track candidate progress used by Fortune 500 companies and reduced the time to match candidates to filled roles by 70%
- Created a design system of 30+ components that reduced technical debt for both designers and engineers
- Used research design methods such as A/B Testing, Usability testing and user interviews to identify reading patterns, drop-off points, and opportunities to optimize/ validate the website's experience
- Created user journeys and use cases with research data to find solutions
- Used prototyping interactions and mockups with InVision, marvel and Figma
- Used analytical skills and tools to measure user experience
- Worked in an agile environment
- Conducted ongoing user research on how to improve tools for Recruiter's interview process and communication between candidates

Warner Brothers

Production Artist 2016 - 2019

- Successfully designed and ship three applications on mobile

Education

Marist College,

B.S in Digital Media, minor
Advertising in Design

2014

Lorenzo de Medici,

Fall Semester Study Abroad

2012

Honors

Google UX Certificate

2020

**UX Certificate - General
Assembly**

2019

and desktop for various channels at Warner Brothers: DC
Comics, Boomerang and Warner Archive.
- Collaborated closely with art directors, designers and
developers
- Suggested improvements and modified formats to increase
the quality and growth of production
- Categorize and compiles art for future projects

Dramafever

Visual Designer 2016 - 2018

DramaFever was a video streaming website owned by Warner
Bros. that offered on-demand streaming video of documentaries,
movies, and TV shows with English subtitles for Korean and
Chinese media.
- Created over 200+ pieces of digital artwork for social media
(Facebook, Google plus, Twitter and Youtube) which
increased signups by 900% within 4 months.
- Designed translated logos from Korean to English in Adobe
Illustrator and Photoshop

HBO

Production Artist 2015

- Updated and uploaded the images from show/movies
and checked for quality assurance and execution
- Edited assets and created branded content for the main
site HBO.com and Gameofthrones.com
- Used time management skills to organize assets for
future projects