

SHANE POWELL

Senior UX Designer | Product Designer

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Experience

Senior UX Designer — Rohirrim

Sep 2024 – Present

- Leading UX strategy for an AI-driven platform, improving engagement across core workflows
- Built a scalable Figma design system, reducing design-to-dev handoff time by 35%
- Leveraging AI tools to accelerate prototyping and iteration cycles
- Improved task completion rates by 22% through research-driven design
- Driving alignment across product, engineering, and design to deliver cohesive solutions

UI/UX & Omni-Channel Merch Lead — ISR Division Systems, LLC

Oct 2023 – Aug 2024

- Led UX strategy across digital touchpoints
- Increased conversion rates by 18% and improved engagement
- Applied data-informed design to optimize user journeys

User Experience Designer — Xpressbet (AmTote)

Apr 2019 – Oct 2023

- Redesigned signup funnel, increasing new user registration by 32%
- Optimized onboarding to reduce drop-off
- Supported platform growth to ~\$800K in revenue through UX improvements

UI Designer — CVS Health (Contract)

Jul 2021 – Aug 2023

- Designed ADA-compliant healthcare experiences with strong usability focus
- Improved task completion rates by 60%
- Streamlined user journeys across key product flows

UI/UX Instructor — CareerFoundry

Aug 2021 – Jan 2022

- Mentored students in UX design and portfolio development

UI Designer — DICK'S Sporting Goods

Jul 2014 – Mar 2019

- Led the redesign of the in-store Footwear experience within the app, aligning it with updated brand standards
- Designed eCommerce experiences that improved engagement and conversion
- Supported campaigns that increased conversion rates by 12%
- Contributed to reusable components and improved design consistency across the platform
- Reduced production time by 20% through component-driven workflows