

SHALOM ORMSBY

human-centered design

EXPERIENCE

2019 - now



+



pelion

Principal Experience Designer – Arm + Pelion

- Leading product design for 5 products utilizing IoT, ML, & Edge tech
- Leading customer research team
- Leading usability testing sessions with key customers
- Collaborated on the creation of the *Pelion Design System*
- Created the *Customer-Centric Product Design Kit* to optimize the collaboration between Product Managers, Developers, & Designers, including key artifacts:
 - Screeners & Interview Guides
 - Empathy Maps
 - Personas
 - User Flow Diagrams
 - Customer Journey Maps
 - Sketching / Wireframing guidance
- Iterating product design based on customer feedback & strategic requirements
- Creating branding for new products, including logo design, typography, color palettes, and marketing collateral
- Championing the company-wide awareness & practice of customer-centricity

2018 - 19



Design Director – bud.com

- Led all product & marketing design for an early-stage startup
- Led the research-based redesign of the e-commerce website
- Created a design system tightly synced with the dev team
- Recruited, hired, & managed design team members
- Tracked & improved key website analytics, e.g., e-commerce conversion rate
- Led the company toward a culture of greater customer-centricity & inclusion

2018



Lead Instructor, UX Design – General Assembly

- Taught human-centered design as a holistic practice, including:
 - User Research
 - Usability Testing
 - Design Strategy
 - Personas
 - UI Design
 - IxD
 - Visual Design
 - Heuristic Evaluation
 - Mobile App Design
 - IA
 - Wireframing
 - Prototyping
- Taught 3 full-time 10-week cohorts of 70+ design students
- Developed the curriculum to maximize relevance & utility for employers
- Graduates were hired at A-list companies, including Apple, JP Morgan, Google

2014 - 18



Senior UX Designer – Autodesk

- Led product design for Autodesk's professional 3D printing team
- Created product design specifications, wireframes, & clickable prototypes
- Directed Autodesk's global *XD Communications* team
- Led a team of 30 designers to create coherent Human Interface Guidelines
- Co-led Autodesk's Human-Centered Design (LUMA) community in SF
- Co-led the *Customer Champion* research team (with key clients from Apple, Google, & more) & communicated customer needs to executive stakeholders
- Led the redesign of Autodesk Netfabb, including > 700 UI elements
- Taught enterprise 3D printing & UX courses to customers & staff
- Presented the keynote at Autodesk's Future of Design & Mfg. 2017 symposium
- Won the Autodesk Foundation *Peer Impact Award*

2003 -14



Cofounder, Director, Photographer – Blend Images

- Created the world's leading stock agency celebrating multiculturalism in collaboration with 23 leading commercial photographers
- Provided leadership & creative content that enabled Blend to rapidly grow to over \$5M in annual revenue

KEY SKILLS

Product Design
UX & UI Design
User Research
Usability Testing
Design Systems
Prototyping
Visual Design
IxD
Usability Testing
Mobile Commerce
Agile Practices
Branding
Creative Direction
Animation
Visual Storytelling
Video Editing
Illustration
VR / AR / MR
Teaching
Writing
Public Speaking
Leadership

KEY TOOLS

Figma
Storybook
Sketch
Abstract
InVision
Adobe Photoshop
Adobe Illustrator
Adobe Premiere Pro
Adobe After Effects
Keynote
Jira | Confluence
Ableton Live

EDUCATION

BA, Philosophy

Haverford College

Studied Philosophy,
Art & Creative Writing

Cofounded *The Environmental House* coop, which continues to thrive as the center of environmental activism at Haverford