

SHODIE LYON * PRODUCT DESIGNER

EXPERIENCE

Feather

Dec 2020 -
June 2022

Product Designer

- Head Designer of consumer-facing ecommerce site. Produce hi-fi mockups based on Feather's design standards and ecommerce UX/UI best practices.
- Collaborate with a team of 6 to expand offerings to enterprise customers. Lead research and design and work closely with PMs and Engineers to meet this goal.
- Work with Lead Designer, PMs, and Engineers on internal inventory and logistics website to plan and design functionality to meet stakeholder objectives.
- Assist with pilot program to launch partnership with WeWork. Lead research and redesign for V3.

Journey

March 2020 -
April 2021

UX/UI Designer

- Head designer responsible for creating hifi mockups and prototypes for wellness-themed iOS app.
- Work directly with PMs, Marketing, and Engineers to redesign V2 of app to increase user engagement.
- Lead design of Subscription Video-on-Demand site to meet Journey's corporate client's platform needs.

Mojito

Nov 2020 -
April 2021

Product Designer

- Create competitive analysis, hifi mockups, and prototypes for Latinx dating site and iOS app.
- Workshop concepts and branding with CEO, Engineers, and Head of Sales.
- Design style guide and marketing materials.

Kindred

Nov 2020 -
Dec 2020

Product Designer

- Collaborate with stakeholders to develop a product to engage users through Instagram.
- Research user's behaviors using competing products.
- Design lo-, mid-, and hifi mockups of product and iOS app.

Urban Leaf

Jan 2020 -
Feb 2020

UX Designer

- Collaborate with team of 4 Designers to redesign site with the goal of increasing Urban Leaf's CRO.
- Led executive team brainstorming sessions.
- Build lo- and mid-fi wireframes and prototypes.
- Usability test prototypes with customers for intuitiveness.

EDUCATION

NYC, NY

Sep 2019 - Feb 2020

Flatiron School, Brooklyn

Certificate UX/UI Design

Burlington, VT

Dec 2015 - Jan 2016

Community College of Vermont

Independent coursework in Communication

CONTACT

shodielyon.com

shodie.lyon@gmail.com

845.430.2566

Oakland, CA

linkedin.com/in/shodielyon

SKILLS

Research

Competitive Analysis

Ideation

Usability Testing

Surveys

Information Architecture

Personas

Affinity Diagrams

Wireframes

Prototypes

User Journeys

TOOLS

Sketch

Figma

Zeplin

InVision

Pastel

Adobe Suite

Miro

Notion

Storybook

Contentful

Shopify

VOLUNTEER

Girl Geek - Oakland HS

Oakland, CA

Senior Project Feedback, 2022

Hack for BLM

NYC, NY

Design Mentor, 2020

Skylake Meditation Center

Rosendale, NY

B of D, 2017 - 2018

Harlem Grown

NYC, NY

Garden Volunteer, 2016