

SHADE BAKARE

UX DESIGNER & DIGITAL STRATEGIST

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EDUCATION

**BBA MANAGEMENT
INFORMATION SYSTEMS**
University of Georgia
2011 - 2015

**CREATIVE DESIGN and
FASHION BUSINESS**
University of Arts London
2014

KEY SKILLS

UX Strategy
Design Thinking
Rapid Prototyping
User Research
CMS (Sitecore, AEM)
Usability Testing
Interaction Design
Visual Design
Accessibility (WCAG)
Agile Methodology
Front-End (HTML, CSS, JS)

SOFTWARES

Sketch
Adobe CC
Axure RP
InVision

INDUSTRIES

Technology
Government & Non-profit
Consumer Products
Education
Banking/Finance
Insurance
B2B and B2C Startups
Oil & Gas

PROFESSIONAL PROFILE

Shade is part of the Digital Product Management group within Accenture Interactive and leads UX efforts that transform and revitalize digital experiences for some of the world's most successful brands. She has accumulated 5+ years of experience crafting beautiful and engaging products across the web, print, and mobile app mediums. Shade is a graduate of the University of Georgia, having completed a B.B.A. in Management Information Systems in 2015.

EXPERIENCE

CARGILL

UX Researcher, Minneapolis | Wichita | Bangalore, India

- Strategized and executed 30+ Research Workshops to better understand the pain points and aspirations of employee experiences with internal Finance tools.
- Synthesized research findings into 7 detailed Journey Maps.

HALLIBURTON

Interaction Designer, Houston

- Updated client's Data Management System through completion of stakeholder interviews, wireframes, and process flows.
- Managed completion of tasks by offshore Visual Designer and organized status of deliverables in JIRA.

SPRINT

User Experience Lead, Kansas City

- Led completion of all Interaction & Visual Design assets including Site Maps, User Flows, Wireframes, and final Visual Comps.
- Utilized Axure RP, Sketch, and InVision to structure responsive wireframes, design visual comps/symbols, and share design assets with the client.
- Led client-facing design reviews to ensure alignment on design direction.

BOYS & GIRLS CLUB

UX Designer & Analyst, Atlanta

- Facilitated workshops to gather requirements from middle & high school teens.
- Directed 20+ interviews and focus groups with senior management to define, ideate, and validate functional requirements.
- Compiled a matrix of 100+ Functional/Technical Requirements, 100+ User Stories, and 150+ acceptance criteria for custom Learning Management System.

WHOLE FOODS MARKET

Interaction Designer & Product Analyst, Austin

- Collaborated with stakeholders to elicit, analyze and document Accessibility Requirements that met A, AA, & AAA levels of WCAG 2.0.
- Curated 60+ Accessibility User Stories to better convey the required functionality and necessity of accessibility guidelines.
- Owned the completion of User Flows for 40+ Web Functional Areas.

WAL-MART

Associate Experience Researcher, Raleigh | Charlotte | Winston-Salem

- Gathered qualitative Store Associate info by conducting 41 interviews and quantitative user journey data through capturing over 13,000 field observations.
- Synthesized research data into storyboards and personas to convey findings.