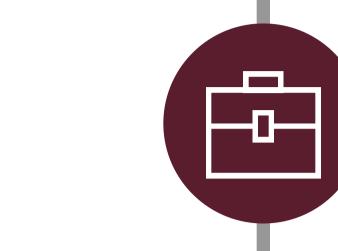


# Shandira Ferguson Product Design | User Experience | VR/AR



# OBJECTIVE

Empathetic, curious, creative Product Designer. Seeking to utilize diverse background, perspectives and ideas to further advocate for design and help bring users', clients', and stakeholders' visions to life.



#### EXPERIENCE

2020-08 -2020-12

## User Experience (UX) Design Intern

#### Propane

- Transformed a 9-page Google Doc into a rigorous user flow diagram that helped drive and close a ~300K business deal
- Owned and designed 28+ sketches and high-level, comprehensive mockups for a 4 business model launch
- Spearheaded, developed, and launched a 20-section interactive prototype for faster feedback and iteration — mitigating risk and reducing friction
- Collaborated with a cross-disciplinary team of 7 to translate client needs into clear, meaningful, digital products and interactive experiences

2018-04 -2018-12

# Research Assistant - Virtual Reality (VR) Augmented Reality (AR)

University of Southern California - Dr. Saty Raghavachary

- · Discovered, designed, built, and tested 7 immersive three-dimensional Cardboard-viewable content within the browser
- Contributed to the development of new concepts, techniques, standards and research documentation for publication
- Launched a VR experience that gained notable recognition, got published in the SIGCSE '19 research paper, and featured on the founder's website

2012-09 -2013-12

#### Administrative Assistant

Tallahassee Community College - Department of Science, Technology, Engineering and Mathematics (STEM)

- Facilitated collaborative events, meetings, and workshops that increased student discovery, growth, conversion, and retention rate by more than 40%
- Conducted effective mentorship and support group sessions for 500+ incoming and current STEM scholars, which led to positive reviews from students and continued advocacy from faculty members



#### EDUCATION

2019-09 -

2020-08

University of California, Berkeley Extension

Professional Diploma Program, UX/UI Design

2014-08 -

### University of Southern California

2017-12

B.S. Computer Science Minor Cinematic Arts, 2D 3D Animation

2011-08 -

2013-12

# Tallahassee Community College

A.A. College and University Transfer Phi Theta Kappa Scholar

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in linkedin.com/in/shandiraferguson



# SKILLS

User-Centered Design (UCD)

Rapid Prototyping

Sketching/Rendering

Wireframing

Storyboarding

Customer Journey Mapping

User Interface Design

User Research | User Testing

Visual Design

Interaction Design

Agile Methodologies



#### TOOLS

Sketch

Figma

Invision

Adobe Creative Suite

Axure

Marvel

Maya (some Unity)

HTML5, CSS3, JavaScript

Webflow



# LEADERSHIP

#### UX/UI Student Rep. - '19-'20

Advocated, informed and established new norm policies of online education for UX/UI students

#### Caribbean Coders - '17 - present

Founded a nonprofit organization to empower & educate underrepesented kids about building careers in tech



# MEMBERSHIP

BESSA - Black Engineering & Science Student Association

**NSBE** - National Society of Black Engineers

IxDA - Interaction Design Association

**UXPA** - User Experience Professionals Association