Shandira Ferguson

Product Design | User Experience | VR/AR

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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 mock-ups 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 - 2017-12

University of Southern California

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

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