

ANGELA L. SHIELDS

Web Designer | UX Designer

EXPERIENCE

SENIOR USER EXPERIENCE (UX) INTERACTION DESIGNER

March 2015 - Present

FIS Global, Charlotte, NC

- Develop wireframes and mockups for financial applications.
- Advocate for the user to produce a convenient and practical experience.
- Provide feedback to developers to ensure the end product matches the initial concept.
- Prepare assets for development.
- Mentor and provide direction for junior designers and developers.
- Work with business partners and project managers to plan and drive initiatives.

USER EXPERIENCE (UX) DESIGNER

March 2014 - March 2015

Cardinal Solutions, Charlotte, NC

- Created websites and applications from conceptualization and wireframes to final visual design.
- Facilitated "Discovery" sessions with clients to determine project value and specifics.
- Developed wireframes, mockups, personas and user stories.
- Designed mobile applications for iOS and Android, both native and web-based.
- Advocated for the user to produce a convenient and practical experience.
- Prepared assets for development.
- Light front-end web development including HTML and CSS.
- Worked closely with developers to ensure the end product matched the initial concept.

VISUAL WEB DESIGNER

November 2012 - March 2014

Wells Fargo, Charlotte, NC

- Translated user experience and content into solutions that are visually appealing and on brand for Wells Fargo customers.
- Designed web pages and marketing advertisements for wells Fargo.com and Wells Fargo mobile.
- Created detailed visual design specifications to aid in the development of Wells Fargo website pages.
- Developed icons and logos for use throughout wells Fargo.com.
- Maintained, updated and created new brand standards documentation for wells Fargo.com and Wells Fargo mobile.
- Partnered with Content Strategists, Interaction Designers, Producers, and product teams in the pursuit of creating visual solutions that met business goals and customer needs.
- Educated partners on brand standards and made informed design decisions for the best user experience.

ELECTRONIC MEDIA COORDINATOR

December 2007 - October 2012

Harris Teeter, Inc., Matthews, NC

- Designed web banners and advertisements.
- Initiated and executed an improved homepage design for harristeeter.com which highlighted the most visited areas of the website while being mindful of the user experience within the retail space.
- Developed and designed both static and dynamic web pages weekly for harristeeter.com and HT Mobile.
- Designed and updated graphics weekly for various weekly emails.
- Drove social media initiatives and contests.
- Developed daily content for Facebook and Twitter posts, including graphics, resulting in a follower increase of approximately 50%.

WEB DESIGNER

July 2006 - February 2010

Web Symphonies, Charlotte, NC

- Designed templates and custom webpages using Photoshop and Illustrator for various clients, including carmencafe.com and beaconpo.com.
- Developed new branding for various clients reinforcing web presence and recognition.

ART DIRECTOR

October 2006 - March 2008

Sea Settings Magazine, Charlotte, NC

- Refined branding and layout of a small regional quarterly publication, Sea Settings Magazine
- Led a small team of photographers and copywriters to gather and organize publication content
- Worked with advertisers to acquire ad graphics and content in a timely manner.
- Designed and developed marketing materials for the publication.
- Edited and revised content for magazine articles.

GRAPHIC DESIGNER

December 2006 - August 2007

Welcomemat Services, Inc., Charlotte, NC

- Created coupon advertisements for local North and South Carolina restaurants and small businesses, which were then sent as a welcome package to new movers in the area.
- Spearheaded the migration from Photoshop to InDesign, greatly streamlining and increasing the efficiency of the design process.

GRAPHIC DESIGNER

January 2006 - March 2007

Wagner Murray Architects, Charlotte, NC

- Designed building graphics, signage, custom tiles and carpet patterns using Photoshop and Illustrator to include in mockups for various clients, including the Levine Museum of the New South, the Indianapolis Colts, Carolina Panthers and the Tampa Bay Buccaneers.
- Refined AutoCAD drawings with color and patterns using Illustrator and Photoshop for client presentations.
- Prepared PowerPoint presentations showcasing my designs and concepts.
- Photographed buildings and architecture in order to then use Photoshop to create more realistic mockups for client presentations.

FREELANCE GRAPHIC DESIGNER

August 2005 - December 2012

ThingsOrdinary Studios, LLC., Charlotte, NC

Sole owner and operator of a Limited Liability Company providing marketing services for a variety of small businesses, including:

- **Theatre Charlotte and Carolinas Concert Association**
 - Created advertisements featured in The Charlotte Observer, Today's Charlotte Woman, Charlotte Magazine using InDesign and Photoshop.
 - Conceptualized and designed eye-catching season brochures, posters and flyers for 2007 – 2010 using InDesign and Photoshop.
- **Charlotte Professional Computer Solutions**
 - Designed, developed charlottepcs.com using HTML and CSS.
 - Maintain and edit charlottepcs.com including content writing and monthly updates.
 - Developed flyers and advertisements for the marketing of various products sold on charlottepcs.com.
- **Advanced Realty Solutions**
 - Designed innovative logo and stationery, giving the company a more modern look and feel.
 - Created flyers and advertisements to market services provided by Advanced Realty Solutions.
- **Watson Media Group**
 - Generated logo, brochures and various web and print advertisements for the Cablevision Bermuda Channel 500 advertising campaign advertising materials.

EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY

Fall 2000 - Summer 2004

Richmond, VA

Bachelor of Communication Arts and Design (Emphasis Area of Study - Digital Illustration)

Magna Cum Laude, GPA 3.77

ART INSTITUTE OF CHARLOTTE

Fall 2004 - Fall 2005

Charlotte, NC

Associate of Applied Science of Graphic Design, GPA 3.9

SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign), HTML, CSS, Microsoft Office, InVision, Color Theory, Digital Photography, Photo Manipulation, Project Management, Facilitation