

# David Shakiban

UX / UI / Product Design

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shakiban.com/portfolio

510.690.4696

## SKILLS

UX/UI Design  
Wireframing  
Prototyping  
User Research  
Usability Testing  
Information Architecture  
Graphic Design  
Branding & Identity  
Art Direction  
Web Development  
Project Management  
Marketing Strategy

## TOOLS

Adobe Creative Suite  
Sketch  
Figma  
Balsamiq  
InVision  
Wordpress  
HTML/CSS  
MS Office/Google  
Basecamp/Asana/Zoho  
Slack/InfusionSoft

## EDUCATION

UX Design  
Career Foundry  
2020 to 2021

Syracuse University  
1988 to 1992  
B.A. in Film Art

## PROFILE

I have over 12 years of industry experience in visual and web design, UX/UI design, art direction and project management. After years of wearing most of the hats in marketing, I am seeking to take on new challenge and responsibility through a senior management or art director role.

## EXPERIENCE

### Senior Manager - Graphic Design Production

*The Shift Network* | Jan 2021 - July 2021

- Provided UI design for all devices for the launch of Shift's 2.0 brand. This included design for pages on the corporate site as well as pages for coursework, summits and festivals.
- Created visual IDs and on-brand visual designs for The Shift App, evergreen courses, online festivals and summits, and miscellaneous marketing requests company wide.
- Managed the production of all marketing assets for online summits and festivals including sales pages, social media, ads and email marketing.
- Provided UX and UI ideation and prototyping for the company's 2.0 brand.

### UX/UI Designer, Art Director

*Colorgrooves Creative* | 2015 - 2020

- UX design including user research, competitive analysis, qualitative and quantitative user testing, creation of personas and proto-personas, wireframes and prototypes, and usability testing.
- UI Design including complete branding (color palette, typography, logo design, icon design, and low to high fidelity wireframes).
- Creative Direction of designers, developers, copywriters and videographers to deliver branding, web development, and print marketing material.
- Provided marketing consultation including branding assessment and strategy, email marketing campaign creation and online business strategy.
- Coordinated clients and team members to meet project deliverables and provided art direction and consultation to all visual design.

### Senior Visual Designer

*Ecovalence* | 2010 - 2015

- Managed team of 2-4 designers and developers to deliver branding and web development for multiple clients including eCommerce and membership sites.
- Oversaw visual design for web and print.
- Consistently delivered projects on time and under budget.
- Worked closely with clients to co-create satisfying branding solutions.

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CASE STUDIES - see full details at [shakiban.com/portfolio](http://shakiban.com/portfolio)

## The Shift Network

[www.theshiftnetwork.com](http://www.theshiftnetwork.com)

The surge in internet use that accompanied the 2020 pandemic led to a boom in Shift's business that required them to take their next step in growth. Shift was seeking a new brand to reach a wider demographic within the transformational education arena. I provided UX ideation, strategy, and research and created proto-personas and UI designs for their 2.0 brand. I went on to work full time at Shift managing the production of assets for the launch of the new brand across their corporate website, Shift app, and online courses, summits and festivals.

## The Oakland Ballet

[www.oaklandballet.org](http://www.oaklandballet.org)

The Oakland Ballet was in desperate need of an update in both form and function to their online presence. We worked together to tighten up their branding and to build a new website to offer information about the company, a place to learn about performances and buy tickets, and a place to register for their ballet classes, creating a much stronger User Interface in line with the vibrance of their offerings.

## Wisdom Of The World Wellness

[www.wisdomoftheworld.com](http://www.wisdomoftheworld.com)

Professional music composer and Emmy award winner, Gary Malkin, was seeking to create a large platform for Wisdom of the World Wellness, an online store specializing in music and media combining his compositions with the voices and wisdom of many leading industry professionals in human development like Deepak Chopra, Michael Beckwith, Marianne Williamson and Bob Proctor. I worked with Gary to create a completely new brand as well as build out his online store.

## Painted Ladies Tour Company

[www.paintedladiestourcompany.com](http://www.paintedladiestourcompany.com)

After 5 years with their website that I previously designed, Painted Ladies Tour Company came back to me for a redesign and a rebrand. Their first site saw the increase of their fleet of custom vintage Volkswagon buses from 2 to 20. This next site upgraded their brand to reflect their level of professionalism and unique style, and it increased their online offerings through both a store and mobile application (under development).