

# ALAN M SHEN

**Portfolio:** alanmshen.com  
**Email:** alanmshen@gmail.com  
**Phone:** 630-567-0743

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## WORK EXPERIENCE

### USER EXPERIENCE DESIGNER AT TBWA\CHIAT\DAY 2015 - Present

*Clients: Netflix, H&M, Disney, Thomson Reuters, Nissan, Pacific Standard Time, Buffalo Wild Wings, Reebok, Miller Lite, Grammys, Venice Beach Editorial, TBWA\Chiat\Day*

- Co-leads human-centered design efforts for all of TBWA North America
- Establishes strategy of empathy, advocating for the user at all stages of digital project development
- Performs and analyzes user research to define the user journey and inform the design process
- Creates detailed user flows, wireframes, prototypes and data models to better communicate with designers, creatives and development teams to ensure delivery of the highest quality product
- Rapidly builds interactive prototypes with Axure and javascript to ensure code-centric designs
- Performs extensive competitive analysis to benchmark feature sets and inform content strategy
- Directs heuristic evaluations on existing branded properties, championing usability

### STRATEGIST AT RESOLUTION MEDIA (LEVI'S/DOCKERS) 2013 - 2015

*Clients: Levi's and Dockers*

- Managed client relationship, ensuring that direct response campaigns exceeded expectations
- Lead affiliate marketing strategy, driving a 40% year over year revenue increase through consistent content strategy, shortened shopping flow and decreased barriers to conversion
- Analyzed web and media data to optimize for conversion and Return on Ad Spend (ROAS)

### INTERACTIVE ACCOUNT COORDINATOR at RUBIN POSTAER AND ASSOCIATES 2012 - 2013

*Clients: Honda and Acura*

- Managed web production projects including microsites, search listing pages and training tools
- Collaborated with the creative and development teams to ensure that KPI goals were achieved

## TOOLS

Axure RP Pro, Javascript, HTML, CSS, Sketch, Omnigraffle, Balsamiq, Adobe Photoshop, Illustrator, After Effects, Omniture SiteCatalyst, Google Analytics, Microsoft Excel, PowerPoint, Keynote

## EDUCATION

### UCLA EXTENSION 2013 - Present

*User Experience Curriculum*

**Relevant Coursework:** User Experience I (Fundamentals), User Experience II (Strategy), Design Fundamentals, User Experience Research, Design Thinking

### UNIVERSITY OF SOUTHERN CALIFORNIA 2008 - 2012

*B.S. in Business and Cinematic Arts*

*Concentrated in Marketing and Consumer Behavior*

**Relevant coursework:** Marketing Research, Business Strategy, The Science of Happiness