



## CONTACT

Atlanta, GA |

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## EXPERTISE

Wireframing

Prototyping

Design Thinking

Agile (Certified Scrum Master)

Web Accessibility (WCAG 2.0)

User Stories

CMS (WordPress, AEM)

Ecommerce

Grid & Layout

Typography

## SOFTWARE



PHOTOSHOP



ILLUSTRATOR



SKETCH



INDESIGN

## EDUCATION

Bachelor of Management  
Information Systems  
University of Georgia  
Terry College of Business

Minor in Fashion  
Design & Business  
University of Arts London  
London College of Fashion

## PROFILE

Shade is a UX Designer & Product Sr. Analyst at **Accenture Interactive**, with a background in information management and business, a passion for understanding people, and a bent for visual aesthetics. With a balance of creative, analytical & technical skills, she enjoys studying user behavior to create intuitive experiences at the intersection of consumer need and business goals.

## EXPERIENCE

### BOYS & GIRLS CLUB OF METRO ATLANTA | JUN 2017 - AUG 2017

#### Product Analyst

- Compiled and prioritized a matrix of 100+ Functional/Technical Requirements, 100+ User Stories, and 150+ Acceptance Criteria for the clients new Digital Learning Platform.
- Strategized and facilitated 2 Design Thinking Workshops with 30+ participants, employing methods such as Empathy Mapping, Persona Creation, and Storyboarding.
- Directed 20+ one-on-one interviews and focus groups with senior management and C-suite executives to define, ideate, and validate Functional Requirements.
- Conducted a thorough Software Analysis of 35+ potential software solutions, ultimately providing a detailed summary of 6 that aligned with Functional Documentation.

### AETNA | FEB 2017 - MAY 2017

#### Functional/QA Analyst

- Conducted QA during the upgrade of Aetna's .com and enterprise sites by utilizing the CMS to author pages, ultimately testing 150+ components and 20+ templates.
- Created execution strategies to ensure efficient and thorough testing of sites and led testers in this strategy.
- Kept track of the progress of 300+ defects by utilizing a Kanban board in JIRA.

### WHOLE FOODS MARKET | MAY 2016 - DEC 2016

#### Digital Product Analyst & Interaction Designer

- Collaborated with stakeholders to elicit, analyze, document and communicate Accessibility Requirements that met A, AA, & AAA levels of the Web Content Accessibility Guidelines (WCAG 2.0).
- Curated 60+ Accessibility User Stories to better convey the required functionality and necessity of accessibility guidelines.
- Owned the completion of User Flows for 40+ Functional Areas of the digital experience such as Find a Store, Newsletter Sign-Up, and Login.
- Facilitated 25+ requirements gathering meetings to garner insights from key WFM Digital Marketing and Editorial stakeholders.
- Completed a High-Level Requirements Matrix consisting of 400+ requirements that were used to communicate business goals to developers.
- Translated 100+ User Stories into Acceptance Criteria.

### WALMART | MAR 2016 - APR 2016

#### Research Analyst

- Solicited qualitative store associate data through the completion of 41 one-on-one interviews.
- Gathered quantitative user journey data by capturing over 13,000 field observations.
- Synthesized research data into storyboards and personas to convey findings.