



## CONTACT

Atlanta, GA

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## EXPERTISE

User Interface Design

Wireframing & Prototyping

User Research

Grid & Layout

Typography

Usability Testing

Design Thinking

Agile (Certified Scrum Master)

Web Accessibility (WCAG 2.0)

CMS (WordPress, AEM)

## SOFTWARE



PHOTOSHOP  
5+ YEARS



ILLUSTRATOR  
5+ YEARS



SKETCH  
2 YEARS



AXURE RP  
2 YEARS

## 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 / Interaction Designer at **Accenture Interactive**, with a background in management information systems 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.

## RECENT EXPERIENCE

### MAJOR TELECOMMUNICATIONS PROVIDER

#### Creative Lead

- Led the completion of all Interaction & Visual Design assets including Site Maps, User Flows, Wireframes, and final Visual Comps.
- Utilized Axure RP, Sketch, and InVision to structure responsive wireframes, design visual comps/symbols, and share design assets with the client teams.
- Led client-facing design reviews to gather amendments and ensure alignment on design direction.

### NATIONAL YOUTH NONPROFIT ORGANIZATION

#### UX Designer & Analyst

- 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.
- Compiled and prioritized a matrix of 100+ Functional/Technical Requirements, 100+ User Stories, and 150+ Acceptance Criteria for the clients new Digital Learning Platform.
- Conducted a thorough Software Analysis of 35+ potential software solutions, ultimately providing a detailed summary of 6 that aligned with Functional Requirements.

### AMERICA'S HEALTHIEST GROCERY STORE

#### Interaction Designer & Product Analyst

- Collaborated with stakeholders to elicit, analyze and document 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.
- Facilitated 25+ requirements gathering meetings to garner insights from key Digital Marketing and Editorial stakeholders.
- Completed a High-Level Requirements Matrix consisting of 400+ requirements that were used to communicate desired functionality to developers.
- Translated 100+ User Stories into Acceptance Criteria.

### LARGEST BIG BOX RETAILER

#### CX Researcher

- 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.