

SHASHIN PATEL

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Melbourne VIC

UX Contract

Target.com.au

Jan 2020 - Jun 2020

Inspire transformation of Target AU's traditional brick + mortar experience strategy into a more seamless, convenient, and digitally connected web & mobile platform

- UX lead for Web & Mobile Checkout redesigns to modularise, prototype, iterate, and launch improvements to online shopping & checkout while supporting unprecedented online traffic increases during the global COVID-19 pandemic
- Team Captain winning the 1Q20 Online Hackathon "1 Target" award for designing a digital wallet ID & reward program scannable in store POS + online checkout
- Improved design maturity by transitioning from separate, local Sketch symbol libraries and training teammates on a more uniform and collaborative design system in Figma

Sr CX Systems Engineer

AT&T Digital, Retail & Care

Jul 2017 - Jul 2019

Managed new product validations, controlled product intros, and CX iterations for AT&T's newest video, internet, and mobile hardware and services using SAFe agile.

- CX lead saving Ops \$MM+ on **AT&T TV & Genie Modernization** national launches by measuring and iterating scaled intros with 10k+ employees and 2.5M+ customers
- Pioneered self-resolve strategy and designs across TV & Broadband products with on-screen care tips, **digital self-care URLs**, & fault codes from design to test and launch
- Led design and build-out of first CX lab on AT&T Entertainment Group's campus for test analysis of AT&T + DIRECTV's newest product lines across TV, Internet & Mobile
- Advocated **diversity & inclusivity**, advanced WCAG20 for TV, and **AT&T work/life**

☆ '18 Goldy Award (AT&T TV) | UserVoice, Balsamiq, Slack, Jira, Confluence, MS Office/Project

Sr UX Designer

DIRECTV Satellite TV

Jun 2014 - Jul 2017

Crafted and delivered design specs for entertainment experiences including satellite and broadband TV, Web, and Mobile from strategy, research, UX/UI, prototyping, dev support, and launch analytics.

- Lead UX Designer for **AT&T TV Self-Install** live in 10 U.S. cities & Lead UX Designer for Genie DVR Modernisation live in 26M+ devices across U.S. homes nationwide
- Cross-platform lead for **self-resolving internet** in 19M+ and Customer Care in 30M+ homes, reducing contacts and increasing connected TV population from 36 to 76%
- Re-architected **NFL Sunday Ticket Web UX** in 2016 to be fully browser responsive and video-first for 20M+ subscribers with access to web streaming
- Developed, managed and iterated XDS OmniGraffle UX pattern library for all layouts, panels, and widgets in use for any DIRECTV Set Top Box experiences

☆ '16 Merit Award, '14 Eng Academy | OmniGraffle, Slack, Dropbox/Box, Trello, Axure, Sketch

 Co-founder	Acute-Robot.com	Mar 2016 – Aug 2019
Product Design Lead	Qudos.com	May 2012 – Apr 2013
Information Architect	VDIO.com	Jun 2010 – Mar 2012

- Launched 3 Acute Robot iOS Apps: **mappod.co** | **oodlesreef.com** | **parkaidapp.com**
- Storyboarded atomic UX designs, managed prototypes & specifications using Agile dev
- Managed Kanban boards, crafted wireframes, mapped CX journeys & lean biz processes
- Built site mini-maps, screen flows & competitive research decks for tech & exec teams

Balsamiq, Sketch, Trello, Antetype, Silverback, iWork, Whiteboards

 **Systems Engineer 3** Northrop Grumman Sep 2007 – Jul 2010

- Redesigned B-1 Bomber Mission Planning experiences for in-flight use with 14/14 successful design reviews for the Office of the Secretary of Defence using CMMI-5
- Redesigned Mission Data Sheets improving quality & quantity in displays by iterating on 5000+ requirements in DOORS, software reliability testing, and MS Project planning
- SE Team Lead for successful launch of software versions 3, 4 and 5, uses detailed: [here](#)

☆ '09 CMMI5 and SETDP, '07 Recognition of Excellence | MS Office, DOORS - DOD Secret Clearance

 **Systems Engineer 1** Raytheon Apr 2006 – Sep 2007

- Electro Optical Sensor Unit Team Lead for \$2.6M F/A-18 ATFLIR maintainability redesign improving availability of targeting sensor to U.S. Navy forward operations by developing line replaceable subassemblies
- Designed + delivered 36 integrated tech repair manuals and trained NAS JAX technicians how to disassemble, repair, reassemble and test electro-optical sensor unit

☆ '07 Sys Eng Tech Dev Program + R6Sigma | MS Office, Pro-E - DOD Secret Clearance

 **University of Southern California,** 2003 – 2005
Viterbi School of Engineering

B.S., Industrial & Systems Engineering with Information Operations Management

Vice President, Alpha Pi Mu Engineering Honours Society & Dean's List

 **United States Naval Academy** 2001 – 2003

National Service Defence Medal for active military service during 9/11