

# Allie Shaw

## SUMMARY

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An accomplished Art Director and Lead UX Designer, Allie Shaw has over 20 years of graphic design / UX experience with numerous corporate, non-profits and NGO organizations, including Marriott International Inc., the American Red Cross, the Motley Fool, and Global Rights. Her designs have earned her awards such as the Adrian Awards, MarCom Creative Awards and the International Davey Awards. Allie is known for her ability to manage multiple projects and work under tight budgets and deadlines and has numerous years experience in both the fields of print, web, and mobile. Allie received her Masters of Fine Arts in Visual Communications and an Interactive Multimedia Certificate from George Washington University, as well as a Bachelor of Arts in Graphic Design and a Bachelor of Arts in Advertising from Pennsylvania State University.

## EDUCATION

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Master of Fine Arts / Visual Communications – George Washington University, May 2006 (4.0 GPA)

Interactive Multimedia Certificate – George Washington University, May 2001 (4.0 GPA)

Bachelor of Arts / Graphic Design – Pennsylvania State University, May 1997

Bachelor of Arts / Advertising – Pennsylvania State University, May 1997

## SOFTWARE KNOWLEDGE / PRINCIPLES

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Adobe Creative Suite (Acrobat, Dreamweaver, Fireworks, Flash, Illustrator, InDesign, Photoshop), Adobe Premiere, Agile, Axure, Confluence, Convio, CSS, GitHub, HTML5, JavaScript, JIRA, Joomla, Microsoft (Excel, Power Point, Word), QuarkXpress

## HONORS & AWARDS

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Star Employee of the Month (eOPSS Team) – Marriott International, June 2011

Bronze Award – HSMIA Adrian Award, 2008, Marriott Rewards Newsletter

Communicator Award of Distinction 2005, Voices magazine

Gold Award – MarCom Creative Awards 2005, Voices magazine

Gold Award – MarCom Creative Awards 2005, Globalrights.org

Silver Award – International Davey Awards 2005, Voices magazine

Silver Award – International Davey Awards 2005, "Torture" Geneva poster

Employee of the Month – American Red Cross of the National Capital Area, 2003

Silver Award of Excellence – UCEA 2000, African Americans and the Age of American Expansion Poster

Silver Award of Excellence in the Brochure Category – UCEA 2000, Bonhoeffer's Dilemma Brochure

## EMPLOYMENT HISTORY

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### Creative Director – DaxStudioz.com (1994 – Present)

Founder and Creative Director of a design studio serving the Washington D.C., Metropolitan area. Studio specializes in designing and delivering graphic, web design, and multimedia projects. Various clients include: American Red Cross of the National Capital Area, Blink Photography, Cruise Web, JBC Networks, Inc., Jow Ga Shaolin Institute, Marriott International, Inc., the Motley Fool, Stand Proud, Thai Luang Restaurant.

### UX Lead / Art Director – Marriott International Inc. (March 2014 – Present)

Currently the UX Lead / Art Director for the Re-imagine & Accelerate Marriott.com (RAM) project. This is a multi-year strategic effort, which transitions Marriott Digital to a new architecture and platform. This will give the ability to make and deploy changes to market more frequently, enable teams to move from 12 monthly m.com releases to a more flexible timetable, and provide more flexibility to release enhancements to market without coding efforts/impacting the back-end. The UX Lead/Art Director for the Presentation Management (XM) tool which are the building blocks of authoring a page using page layouts, RAM tiles, and content via integration with WEM. Work with other product UX leads and help them determine which page templates should be used or established to help their product move to the RAM platform.

Formerly the UX Lead / Art Director in the Digital Foundations team for the eCommerce department. A key contributor to the art direction and visual design/functional specifications for the responsive Anita components, working hand-in-hand with partner agencies and the technical team throughout the process. Currently serves as a mentor for other digital teams as they wireframe and prototype for the Anita framework. Advisor to other UX teams by reviewing their designs, providing feedback, and making suggestions for various uses of the new components. Also a prototyper with the new Anita components, helping teams create the most efficient use of the Anita components to solve for their various project.

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## UX Art Director – Marriott International Inc. (January 2010 – March 2014)

UX Art Director in the eCommerce User Experience department for Marriott International, Inc. Responsibilities included the design, layout and coding (Flash, HTML5 and CSS3) of various projects for Marriott.com and its associated sub-sites to accurately reflect Marriott International and its brands. Ensures adherence to design and information architecture standards as well as providing design specifications for each project. An eOPSS June 2011 Star Employee of the Month!

## Art Director/Project Manager – Marriott International Inc. (September 2006 – December 2009)

Senior Art Director/Project Manager in the Marriott Creative Agency department for Marriott International, Inc. Art Director responsibilities included creating strategic collateral in both electronic and print mediums for the Marriott Rewards department (Marriott Rewards Newsletters, Member Elite program brochures, email templates, web banners, multimedia presentations and other electronic promotions) as well as ensuring and maintaining the organization's brand strategy and guidelines. Project Manager (two years) responsibilities included the timely management and translation into seven languages of the domestic and international Marriott Rewards Newsletters. A 2008 award winner of a Bronze HSMIA Adrian Award for Newsletter Design / Direct Mail.

## Print and Web Designer/Coordinator, Global Rights (October 2004 – September 2006)

Print and Web Designer for human rights advocacy group. Responsibilities included the design and production of Global Rights materials (quarterly magazine, annual report, brochures, fact sheets, event signage and displays, save the date and invitations, event decoration and collateral) as well as ensuring and maintaining the organization's design standards. Coordinated copy flow, multiple production schedules and printing deadline as well as maintain relationships with various vendors. Negotiated, researched and solicited bids for printing and outside design work. Managed project specifications to ensure budget & deadline parameters were met. Managed and supervised freelance designers, copywriters and other various vendors. Ensured the day-to-day operation of Global Rights web site by monitoring web inquiries and working with staff members to ensure web site contained latest information. Designed and developed organization's intranet site. A 2005 award winner of both MarCom Creative and International Davey Awards for designs in print and web categories.

## Graphic Designer – Inova Health System (March 2004 – September 2004)

In-house Graphic Designer for Northern Virginia Health System. Responsibilities included the design and production of Inova Health System materials (quarterly magazine, annual report, brochures, fact sheets, event signage and displays, save the date and invitations, event decoration and collateral) as well as ensuring and maintaining the organization's design standards. Worked in coordination with art director, account managers and clients to conceptualize & execute production of visual materials. Managed and supervised freelance designers, copywriters and other various vendors. Managed project specifications to ensure budget & deadline parameters were met.

## Manager of Visual Communications – The American Red Cross of the National Capital Area (December 2001 – March 2004)

Manager for the American Red Cross office serving the Washington, D.C. Metropolitan Region. Responsibilities included the design and production of American Red Cross materials (newsletters, catalogs, annual reports, chapter branding materials, event signage & displays, save the date and invitations, event decoration and collateral) as well as ensuring and maintaining the organization's design standards. Creative Designer for the development, design layout and packaging of the American Red Cross: Emergency Preparedness Toolkit. Various events included: the 12th Annual Called to Served Spectacular Gala, 7th Annual Help is in Fashion Benefit, 7th Annual Prince George's County Red Cross Gala, 5th Annual Celebrity Golf Tournament, American Red Cross of the National Capital Area Chapter's Annual Meeting 2001-2002. Creative Director for the National Capital Area Chapter exhibition in the National American Red Cross museum. Worked in collaboration with Red Cross archivists in selection of art pieces. Developed and maintained relationships with chapter vendors to carry design projects to fruition in adherence within pre-determined budgets. Managed and supervised freelance designers.

## Graphic Designer – The Motley Fool (April 2000 – November 2001)

Graphic designer for popular online personal finance and investing advice web site. Responsibilities included the design and production of the Motley Fool materials (financial reports, promotional guides and newsletters) as well as ensuring and maintaining the organization's design standards. Responsible for the redesign of various print products including: *13 Steps to Investing Foolishly*, *The Motley Fool*; *Industry Focus* (2001, 2002 and 2003 editions) and *The Motley Fool Select*. Senior Designer responsible for the creation of animations covers and collateral of multimedia CD's including: *13 Steps to Investing Foolishly*, *The Motley Fool: Money Guide* and *The Motley Fool: Roadmap to Retirement*.

## Graphic Designer – Pennsylvania State University (February 1998 – February 2000)

Graphic designer for the prepress department of the Pennsylvania State University. Responsibilities included the design and production of the Pennsylvania State University's materials (annual reports, booklets, brochures, flyers, posters, newsletters, invitations and book covers) as well as ensuring and maintaining the organization's design standards. Prepared designs for offset, web press, docutech, direct to plate and other printing processes. A 2000 award winner of the University Continuing Education Association Awards for designs in poster and brochure categories.

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Production Artist – Accu Weather Inc. (April 1997 – February 1998)

Production Artist in Newspaper Graphics department. Responsibilities included the creation and execution of weather graphics, charts, graphs, and satellites for various newspapers around the U.S. and the world. Assembled numerous weather pages for clients on a tight deadline-oriented schedule.

## RECOMMENDATIONS

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*“As Allie is now part of the Standards & Practices team, all the areas in which she has been highly praised such as clear and concise communication and documentation, including the right people at the right time, and making the remote work experience seamless to collaborators are a huge asset to the team. Her flex status really just affords her schedule flexibility; she’s no different from an FTE in any other way when it comes to performance, contribution, attitude and collaboration.”*

*“Allie was a key contributor to the art direction and visual design/functional specifications for the responsive Anita components, working hand-in-hand with Eightshapes and the technical team throughout the process. Her expertise in responsive design has grown by leaps and bounds. She has also taken the initiative to act as a support resource for the Experience Design team, becoming embedded in their projects in order to tutor them on the Anita components. Allie is a natural leader and works very well with our team.”*

*“Allie has been a key member on the foundations team. She is professional, detail oriented, and a good team player. She is able to work efficiently from home and collaborate well with other team members and partner agencies.”*

*“Allie helps communicate and gather feedback from stakeholders. Her strong relationships across digital allow her to better understand the needs of coworkers which we then incorporate into our work.”*

*“She is versatile and has worked across all areas the UX team supports over her time at Marriott. Allie is known for her dependability and referred to as ‘avid cheerleader of the project’. She was a crucial contributor to the Content Component Track, which demonstrated to the organization the need for a sustained team creating shared capabilities outside of DBUs.”*

*“Allie’s prototyping skills are an invaluable resource to the Experience Design team: she helps teams create the most framework-compatible designs from the beginning of a project, reducing costly re-work that can happen when a team does not fully understand the Anita framework.”*

*“While Allie is busy supporting the Digital Foundations team she is also called on to mentor other digital teams as they wireframe and prototype for the Anita framework. She is constantly helping other UX teams by: reviewing their designs, providing feedback, making suggestions for using new components, and pointing out where other teams have taken their designs in the wrong direction.”*

*“I am very lucky to work with Allie Shaw. She is a great communicator, reliable and always optimistic.”*