

# SHADE BAKARE

DIGITAL PRODUCT DESIGNER + RESEARCHER



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shadebakare.com

## EDUCATION

**BBA MANAGEMENT  
INFORMATION SYSTEMS**  
University of Georgia  
2011 - 2015

**CREATIVE DESIGN and  
FASHION BUSINESS**  
University of Arts London  
2014

## KEY SKILLS

Visual Design  
Design Thinking  
Rapid Prototyping  
User Research  
CMS (Sitecore, AEM)  
Usability Testing  
Interaction Design  
Accessibility (WCAG)  
Agile Methodology  
Front-End (HTML, CSS, JS)

## SOFTWARES

Sketch  
Adobe Creative Cloud  
Axure RP  
InVision  
Zeplin

## INDUSTRIES

Technology  
Government & Non-profit  
Consumer Products  
Education  
Banking/Finance  
Insurance  
B2B and B2C Startups  
Oil & Gas

## PROFESSIONAL PROFILE

Shade is a Digital Product Designer and Researcher who spearheads digital transformation strategies for clients ranging from the Fortune 100 to budding startups. Formerly a Digital Consultant within Accenture, she has accumulated 5 years of experience crafting beautiful and intuitive products across web and mobile. With a balance of creative and technical skills, Shade utilizes a user-centered approach to design intuitive experiences at the intersection of user needs and business goals.

## EXPERIENCE

### MADE X SHADE

Brand Strategist + Product Designer

- Partnering with clients to research who and why they do what they do in order to uncover overlap with key personal drivers of their target customers.
- Uncovering strategic ways to leverage this foundation to position clients in digital and physical spaces to amplify their products & services.

### CARGILL

UX Researcher, Minneapolis | Wichita | Bangalore, India

- Executed 30+ domestic and international Research Workshops to better understand the global employee experiences with internal Finance systems.
- Synthesized research findings into 7 cross-functional end-to-end Journey Maps.

### SPRINT

User Experience Lead, Kansas City

- Designed 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.
- Facilitated client-facing design reviews to ensure alignment in design direction.

### BOYS & GIRLS CLUB

UX Researcher & Designer, Atlanta

- Facilitated workshops to gather requirements from middle & high school teens.
- Directed 20+ interviews and focus groups with senior management to define, ideate, and validate functional requirements.
- Compiled a matrix of 100+ Functional/Technical Requirements, 100+ User Stories, and 150+ acceptance criteria for custom Learning Management System.

### WHOLE FOODS MARKET

Interaction Designer & Product Analyst, Austin

- Collaborated with stakeholders to elicit, analyze and document Accessibility Requirements that met A, AA, & AAA levels of WCAG 2.0.
- Curated 60+ Accessibility User Stories to better convey the required functionality and necessity of accessibility guidelines.
- Designed User Flows for 40+ Web Functional Areas.

### WAL-MART

Customer Experience Researcher, Raleigh | Charlotte | Winston-Salem

- Gathered qualitative Store Associate info by conducting 41 interviews and quantitative user journey data through capturing over 13,000 field observations.
- Synthesized research data into storyboards and personas to convey findings.