

Shelby Mason

is a Senior Product Designer & Creative in Portland, Oregon

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EXPERIENCE

Senior Product Designer at Optro

April 2024 to Current

Formerly AuditBoard, which was acquired and rebranded to Optro during this role

As a member of the design team at Optro, I am responsible for the user experience of multiple product solutions.

- Partnering with customers and cross-disciplinary teammates to understand and address user pain through investigating, developing, testing, and iterating on product solutions
- Working to help move teams from working in siloed experiences and tooling to more collaborative processes
- Established a weekly design "riffing" session to share out, gather feedback, and knowledge transfer across teams continuously

Senior Product Designer at Measurabl

April 2022 to March 2024

Promoted to Senior Product Designer, August 2023

Worked on a product team that included designers and product management in direct partnership with engineering. Responsible for instituting discovery efforts and collaborating in the development and delivery of Measurabl's product suite.

- Led design for multiple product pillars and supported the advancement of the unified design system
- Conducted design audits and planning sessions for the harmonization of products as Hatch Data joined the Measurabl experience
- Drove the adoption of Figma for the company's collaborative design tool
- Established design "office hours" and critique for cross-team collaboration and feedback

Product Designer II at Hatch Data

June 2019 to April 2022

Promoted to Product Designer II, January 2022; acquired by Measurabl in April 2022

Worked as a founding designer responsible for the branding and user experience of Hatch Data. Working closely with the engineering, data science, customer success, and consulting teams, successfully launched a product for customers within the first year of operation, with the user experience cited as a key differentiator. Acquired by Measurabl in April of 2022.

- Established product logo and branding
- Brought concepts to product for both web and mobile user experiences
- Prepared presentations and high-fidelity mock-ups for internal and external audiences

User Experience Designer at Enel X

May 2018 to June 2019

Promoted from Design Intern to User Experience Designer, March 2019

Collaborated directly with the Senior UX Designer to improve the usability and functionality of Enel X's web and mobile products through prototyping, iteration, and user testing.

- Re-designed the mobile application's navigational components
- Participated in product discovery and user testing calls
- Experimented with alternative designs for existing solutions

Marketing Designer at RIT Saunders College of Business

September 2017 to May 2018

Supported the Marketing and Communications department in creating and organizing design materials that best portray the college's events and initiatives.

EDUCATION

Rochester Institute of Technology

New Media Design, BFA

Visual Culture minor, English immersion

EXPERTISE

Visual Design

Data Visualization

User Research

Usability Testing

Human-Centered Design (HCD)

Brainstorming

Branding

FAMILIAR TOOLS

Claude

Replit

Figma

Adobe Suite

Atlassian (Confluence, Jira)

Notion

Coda

PERSONAL INTERESTS

 Animals & Critters

 Arts & Crafts

 Biking > Driving in PDX

 Skincare

 True Crime