

# Shaun Burley

STRATEGY | RESEARCH | DESIGN

## EXPERIENCE

Jul 2017 - present

**Freelance UX designer**  
various clients

- Created smart home ecosystem for short-term rental property.
- Led remote co-design for development of educational platform.
- Converted research into insights for knowledge-sharing dev. tool.

Jan - Aug 2017

**UX Research and Content Lead**  
LH Ventures + Carnegie Mellon

- Uncovered opportunities for a small SaaS company to help retail buyers make better decisions efficiently by leading user-centered research and design methods with a team of five HCI students.
- Conducted over 30 contextual inquiries and semi-structured interviews, structured the interview data into an affinity wall, and synthesized this into high-level research insights shared with client.
- Created and tested sets of design concepts, storyboards, and several lo- and mid-fi prototypes to validate assumptions and refine ideas. Presented hi-fi JS prototype to client that effectively communicated the added value our solution provided buyers.
- Produced two 40-page reports detailing our research insights and product design specs that were delivered to our client.

Jan - Aug 2017

**UX/UI Designer**  
Human Computer Interaction Institute  
Carnegie Mellon

- Designed screens and user flows for mobile app to manage in-home IoT devices.
- Created an animated video explaining how a "Hub" would work to address the major security vulnerabilities of IoT devices in someone's home.
- Conducted scenario-based user testing sessions for the IoT Hub mobile application.
- Wrote paper on the IoT Hub project and submitted to the FTC's 'IoT Home Inspector' challenge.

Sep 2016 - May 2017

**IxD and IoT maker**  
Human Computer Interaction Institute  
Carnegie Mellon

- Built Arduino-compatible microcontroller from scratch, including designing and soldering of the printed circuit board.
- Designed and prototyped a gas fireplace control that allows for a more natural expression of users' intent to be warm.
- Built an ambient display that subtly communicates the time of day in a glanceable, non-intrusive, and relaxing way.
- Built and tested an ambient "display" that communicates the health of a garden using aural rather than visual indicators.
- Designed, modeled, and built a reactive public sculpture that brings awareness to an otherwise invisible social issue.

Jan 2015 - Feb 2015

**UX Designer**  
Preconceive + General Assembly

- Conducted user research and constructed personas to understand health concerns of women trying to conceive.
- Designed a platform for these women to book consultations with medical experts and conducted remote and in-person user tests of a prototyped solution.
- This platform became the main source of revenue generation for our client.

## MUSIC

2009 - 2016

**Principal Clarinet**  
Denver Philharmonic Orchestra

- Held leadership position and collaborated with other woodwind section leaders to maintain high level of musical execution.
- Participated in 'audience experience reframing' that led to a doubling of audience sizes at our concerts.

2010 - 2014

**Co-founder**  
Gora Gora Orkestar

- Found performance venues, arranged music, and participated in branding and logo design for event posters and merchandise.
- Provided immersive musical experiences for our audiences.

## CONTACT

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### PORTFOLIO

www.shaunburley.com

## EDUCATION

2016 - 2017

**Carnegie Mellon University**  
Masters, Human Computer Interaction

2014 - 2015

**General Assembly, NYC**  
User Experience Design Immersive

**DePaul University**

Bachelors, Music Performance

## SKILLS & TOOLS

### USER-CENTERED RESEARCH

Affinity diagrams  
Contextual inquiry  
Bodystorming  
Survey design  
Heuristic evaluation  
Think-alouds  
Storyboards  
Participant recruitment  
Competitive analysis

### USER-CENTERED DESIGN

Sketch  
Principle  
InVision  
Illustrator  
Photoshop  
After Effects  
InDesign  
Premiere  
3D fabrication

### CODE

HTML/CSS  
Javascript  
Arduino  
Processing  
Java  
Python