



Aja Shamblee

UX/UI Design Director

www.ajashamblee.com  
aja@shamblee.com  
513-706-3656

EXPERIENCE

Site Design Director, GitHub 2020 to present

- Developed a marketing design system reducing 80% of design and engineering debt across web surfaces
- Initiated over 20+ CMS driven web templates, reducing marketing reliance on design & engineering
- Led navigation and search optimizations, increasing site traffic and driving conversions
- Led the redesign of top revenue product marketing experiences, increasing conversion by over 300%
- Developed a CRO design and usability testing program, increasing insights for the entire web team
- Facilitated quarterly and annual planning objectives with Web Product and Engineering leads, influencing company revenue and internal goals

Sr. Design Lead, InVisionApp 2019 to 2020

- Improved way-finding across subdomains by connecting experiences across a single global navigation
- Led the redesign of several product landing pages and home page, promoting critical product updates and capabilities
- Published the Design Better landing page featuring ebooks and podcasts
- Designed InVision trend reports, highlighting Designers and InVision’s ROI
- Promoted the release of Invision Films like Squads, Design Disruptors and Transformation by Design

Sr. Design Lead, Rightpoint (agency) 2017 to 2029

- Led user experience and interface design across various CRM (Sitecore, Episerver, Salesforce, Sharepoint), iOS and Android projects
- Managed and led design execution across five major strategic accounts including Hub International, Abbot, Abbvie, and Grant Thornton, and Northern Trust
- Engaged in work from estimation, planning, discovery, experience, visual design and development oversight until launch
- Support team mentorship, training, thought leadership and recruitment
- Team subject matter expert in accessibility and design systems

Sr. UI/UX Designer, Walgreens 2014 to 2015 (Contract)

- UI and UX design lead for Walgreens Digital Health and Balance Rewards
- Defined sprint planning and collaboration for Digital Health iterative improvements
- Converted and established a WCAG compliant digital style guide that was implemented across all of Walgreens digital surfaces

Sr. UI/UX Designer, Razorfish 2014 (Contract)

- UX and UI designer for the Hollistor Co. iOS and Android e-commerce app
- Strong focus on user flows and interaction experience leading to influencer marketing and increased customer engagement
- Collaborated with the responsive web team to ensure brand and design consistency across web and apps

Interaction Designer, SapientNitro 2013-14 (Contract)

- Art director and UI designer for Dodge, Hyatt and Abbott accounts
- Supported concept development, wireframing and design oversight through product launch and agile iterations

EXPERIENCE

Ohio University 2009

Bachelor of Science (BS) in Communication & Digital Media  
Specialization in Video Game Sequencing and Special Effects  
Minor in Business

Skills

- Brand & Marketing
- Product Design
- Creative Direction
- Design leadership
- Program management
- Design systems
- Prototyping and animation
- Design workshop facilitation
- Web Accessibility
- User experience design
- Visual design and UI
- Customer research
- Growth marketing
- Usability testing

Time spent at work

People management and coaching designers

Influencing Web Marketing strategy with Product, Engineering and Product Marketing leadership

Providing design leadership and critique on strategic projects and team charters

Driving team outcomes while improving operations, process and team planning

Recognition

2023 Annual Webby Awards Official Honoree

2020 Neilson Norman Group’s Top 10 best Intranets

2018 Regen Communication Overall Intranet Winner

20th Annual Webby Awards Official Honoree

Interests

Travel

Boxing / Fitness

Sports & Competition

Video games

Graffiti and crafts