

# Shawn Deng

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## EDUCATION

**Master of Digital Media**  
Centre of Digital Media  
Sept 2018 - Feb 2020

\*Jointly accredited by UBC, SFU,  
Emily Carr and BCIT.

**Bachelor of Economy**  
Southwest University  
Sept 2013 - Jun 2017

## PROJECTS

**Gemsouls, AI chatbot for  
the new generation**  
UX Design Consultant, for  
gemsouls. Inc

**Interactive Toy for  
Children with Autism**  
Digital Product & UX  
Design, for YDX Innovation

**Mar-Tech Dashboard for  
In-Game Advertising**  
Digital Product & UX  
Design, for Session Games

## SKILLS

HCI. UX and UI design.  
design thinking. Interaction  
design. Mobile design.  
Prototyping. Service  
design. Design system.  
Storytelling. Visual design.  
Motion graphic design.

## TOOLS

Notion, Framer, Webflow,  
Microsoft 365, GSuite,  
Adobe Creative Cloud, and  
Figma

## FEATURED ON

BrainStation UX Intro Day  
SFU Graduate School  
Student Profile  
SAP d-com 2020

## WORK EXPERIENCE

**Microsoft**  
**Product Designer**

2021.07 - Present

- Designed major features and brought a brand new product Viva Amplify to life in 18 months that's now used by 120+ enterprises right after General Availability.
- Collaborate with 3 feature crews (3 PMs and 4 EMs) with 30+ members and multiple cross-organization stakeholders (Viva Studios, SharePoint, Teams, Fluent) regularly.
- Contribute to 3 internal initiatives on culture and learning, processes, and design systems as v-Team members apart from winning once at Microsoft Hackathon.

*"...Shawn has demonstrated eagerness to learn, grace, and tenacity. He has been driving the design of some of the key launch points..." "...Your ability to process large amounts information and synthesize it into designs that are creative, useful, and thoughtfully consider the greater Microsoft & Viva ecosystem is nothing short of exemplary..." "...your positive attitude stands out for me, ...through tough times you have shown perseverance and resilience. You prioritize the product, the customers, and the team..."*

**BrainStation**  
**UX Design Instructor**

2022.11 - Present

- Teach UX Design Certificate Program that accelerated 30+ aspiring UX designers with their career transitions.
- Lead 2 design thinking workshops as well as participating in panel discussions on building a career in tech that inspired more than 300 prospective learners.

*"...It is great to see such a high rating from your learners... The class really enjoyed the additional guidance you provided them in moments of uncertainty while trying to understand the more difficult concepts..." "...You have made a huge impact with the support and guidance you've provided to the class..."*

**Avanade (an Accenture-Microsoft company)**  
**UX Designer**

2020.10 - 2021.06

**TD Digital Customer Experience Project**

- Sole UX designer on a major TD EasyWeb (one of the largest banks in NA and the second in Canada) digital banking project that brought 3 brand new features with a redesigned account page to their millions of customers across North America.
- Drove customer success and maintain account relationship.

*"...Thanks for being a great partner @TD since day 1..." "I appreciate the time you invested in the growth and success of the team..." "You're an amazing mentor, you really helped me to get an opportunity and believed in me when not many others would, and you went above and beyond for me..."*

**SAP**  
**UX Designer**

2019.09 - 2020.10

**Design Services (2020.03 - 2020.10)**

- Helped build the SAP HANA & Analytics Design System with 20+ pages of design fundamentals and guidelines.
- Researched and envisioned 2 fortune 100 customer workflows, as well as 2 training materials for the product design team.

**Mobile, Augmented BI (2019.09 - 2020.02)**

- Created UX and visual design specifications for SAP Analytics Cloud Mobile.
- Designed 3 motion graphics for iOS and Android app onboarding splash screens.

*Also UX designer for multiple internal initiative and projects. Winner of SAP d-kom 2020 on best poster for 10 heuristics in mobile design. Intern committee communications lead. Internship was rewarded with my name and photo featured on App Store.*