

DAESHAWN BULLOCK

Charlottesville, Virginia | A creative designer specializing in rhetoric and writing | shawnbull26@gmail.com | (434) 953-0355

EDUCATION

University of Virginia, Charlottesville, VA
Bachelors of Art and Sciences - English

August 2020 - August 2024

Southside Virginia Community College, Keysville, VA
Associates Degree of Arts and Sciences - Humanities

August 2018 - May 2020

EXPERIENCE

ELA Teacher, Charlotte County Public Schools, Charlotte Court House, VA

July 2024 - Present

- Fostered an inclusive classroom environment by tailoring communication styles to support diverse needs of 50+ students daily, enhancing empathy and interpersonal skills crucial for user-focused design
- Adapted lesson plans and instructional strategies based on feedback from 90% of students and weekly assessments, showcasing flexibility in delivering user-centered solutions
- Collaborated with a team of 5+ educators to assess and respond to student needs, applying an interdisciplinary approach reflective of cross-functional UX teamwork

Web Design Intern, UVA Alumni Association, Charlottesville, VA

October 2022 - June 2024

- Developed a new internal website using WordPress met needs of employees within the Alumni Association
- Collected information about usability and overall user experience from 50 users during the UX design process (testing methods included card sorting, surveys, interviews, and observations)
- Designed 10 wireframes and prototypes to visualize and test concepts in marketing and product design
- Created 4 presentations to present to potential customers, focusing on competitor analysis and market research
- Coordinated with 4 cross functional business managers across Technology, Marketing, Finance, and Human Resources to assess team needs

Sales Associate, L.L. Bean, Charlottesville, VA

October 2021 - June 2024

- Communicated with customers in a professional manner to determine needs and help with purchase decisions within 2 departments
- Demonstrated comprehensive product knowledge to educate customers on features, benefits, and usage, resulting in increased customer satisfaction and loyalty by 10%
- Maintained a clean and organized store environment, including restocking merchandise and arranging displays to enhance shopping experience in 3 departments

UX Designer, Street Smart (Undergraduate) | University of Virginia, Charlottesville, VA

August 2022 - December 2022

- Created an interactive design system (with a group of 5) focused on connecting individuals with a better travel experience for Human Computer Interaction project
- Fulfilled 5 various UX/UI roles to boost system development and improve user interface
- Conducted research methods such as interviews, surveys and focus groups with 30 users to identify user requirements and improve usability
- Designed and conducted compelling usability testing sessions to identify user needs and improve overall UX by 30%
- Revamped wireframes, storyboards, user flows, and sitemaps to increase user interaction and aesthetics with application; studied prevalent design guidelines and templates to suggest 2 new design features

SKILLS

- Figma
- Adobe Creative Suite
- Framer
- User Research
- Usability Testing
- User Interviews
- Wireframing & Prototyping
- Design Thinking
- Analytical Writing
- Content Development
- Project Management
- Events Coordination
- Graphic Design
- Python / Java / HTML + CSS