

# Shelby Benton

User Experience Designer

Email [shelbyebenton@gmail.com](mailto:shelbyebenton@gmail.com)

Portfolio [www.shelbybenton.com](http://www.shelbybenton.com)

Phone (419) 651-1775

## RELEVANT EXPERIENCE

### PNC Financial Services

Experience Designer • August 2022 - Present | Remote

Associate Experience Designer • August 2021 - August 2022

- Support internal consulting projects as part of PNC's Experience Innovation team
- Lead the creation of team brand and visual standards
- Educate bank employees about Design Thinking by supporting several team learning initiatives
- Design and facilitate internal workshops

### ZIBRIO

UX & Visual Design Intern • June 2021 - July 2021 | Remote

- Created and designed visual assets including the new ZIBRIO game, product logos, and marketing materials
- Created usability requirements and testing protocols for practitioner-facing software
- Redesigned features for consumer-facing app based on testing feedback

### Purdue University Galleries

Gallery Attendant • January 2018 - May 2021 | West Lafayette, IN

- Interacted with the public to answer questions about the exhibit
- Learned how to talk about different art styles and mediums
- Oversaw attendance and security of the gallery

### Innovatemap

Student Project Manager • August 2020 - January 2021 | Purdue

- Designed a product concept for home contractors to streamline the set-up process with prospective customers
- Managed daily tasks, milestones, deliverables, and client communications
- Mentored team members

### UEGroup

Design Associate Intern • June 2020 - August 2020 | San Jose, CA

- Internship offered and accepted. Cancelled due to COVID-19

### SDI Innovations

Desktop Publisher Intern • May 2019 - July 2019 | Lafayette, IN

- Developed custom handbooks using InDesign
- Utilized quality control criterion to inspect formatted books
- Facilitated internal communication between schools and the team

## EDUCATION

### Purdue University

August 2017 - May 2021 | West Lafayette, IN

B.S. - User Experience Design

Minors: Psychology, Art & Design

Certificate: Entrepreneurship & Innovation

GPA: 3.89 | *magna cum laude*

### Leadership

UX Design Club | Treasurer & Design Chair

Polytechnic Institute | Ambassador

Boiler Gold Rush | Orientation Leader

Photography Club | Design Manager

### Volunteering

benefit.design | UX Volunteer

Matthias Baldwin Park | Park Volunteer

Lé Cat Cafe | Volunteer

## SKILLS

### Design

Experience Design, Service Design, Visual Design, Information Design, Design Thinking, Design Strategy

### Methods

Prototyping, Wireframing, Sketching, User Research, User Testing, User Flows, Mapping, Iterative Ideation

### Tools

Adobe Creative Cloud, Arduino, Balsamiq, Confluence, Figma, Flinto, HTML/CSS, InVision, Miro, MURAL, Keynote, Sketch, Whimsical