

# SHOKAI SINCLAIR

## UX/UI designer, with a passion for marketing and climate activism

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### RELEVANT EXPERIENCE

**User experience designer** (freelance), airloom.space, 2016–present (Denver, CO)

- Conducted a usability, SEO, and accessibility audit for NPR member station KALW and implemented all of the design and branding changes for the website's relaunch
- Served as lead UX designer facilitating Dreaming Spaces — a design sprint that brings artists and builders together to reinvision cultural spaces to be safer and more resilient
- Designed and developed a robust Wordpress + WooCommerce site for NC Handmade — with the functionality of automatically calculating and paying sales tax, shipping, and vendor commissions
- Conducted user research research and created an annotated prototype and design system for a Wordpress website redesign that allowed the Illinois Stewardship Alliance to better connect with farmers, eaters, and organizational partners
- Designed and developed a mobile-responsive website for TurnOut, connecting LGBTQ+ volunteers and nonprofits

**Marketing and communications director**, Shotgun Players, 2017–2019 (Berkeley, CA)

- Organized and led audience surveys and interviews, which clarified the benefits of being a subscriber, solved the biggest pain points for patrons, and achieved organizational alignment on top UX priorities
- Developed marketing strategy led to record-breaking year-end donations, new subscriptions, and a 3-month sold-out run of Tom Waits' *The Black Rider*
- Redesigned the Shotgun Players website ([shotgunplayers.org](http://shotgunplayers.org)) to be accessible and mobile-responsive, resulting in a 13% increase in website users and a 2% increase in online sales within the first year

### TOOLS

Adobe Creative Suite •  
Airtable • Figma • Google Analytics • InVision • Miro • OptimalSort • Sketch • Slack • Trello • Typeform • Wordpress • Xd • Zeplin • Zoom

### SKILLS

affinity mapping • animation • art direction • branding and identity • card sorting • competitive analysis • content marketing • usability testing • copywriting • CSS • customer journey mapping • editing • group facilitation • heuristic evaluations • HTML • ideation methodologies • marketing strategy • presenting/pitching • user flows • survey design • video production • visual design • wireframing/prototyping

### EDUCATION

#### General Assembly

UX design intensive, 2020

#### San Francisco Art Institute

BA in urban studies, 2010

### TRAINING

#### Pathways to Equity

Design justice fellowship, 2021

**Director of marketing and communications**, Jewish Federation of the East Bay and the Jewish Community Foundation, 2014–2016 (Berkeley, CA)

- Created and implemented the organization's first integrated marketing plan which included an organizational rebrand, redevelopment of the website, and content strategy for the annual fundraising campaign
- Supervised the marketing team and promoted design thinking and collaboration with senior staff and board members

**Office manager**, Golden Gate Audubon Society, 2014–2015 (Berkeley, CA)

- Managed the organization's budget, payroll, accounting, and audits
- Led the administrative volunteer team
- Developed a system for syncing the Golden Gate Audubon Society's membership data with National Audubon Society's membership data

**Operations manager**, Museum of Performance + Design, 2011–2012 (San Francisco, CA)

- Managed the museum's budget, payroll, accounting, and audits
- Maintained the museum's exhibitions, website, and newsletter
- Responded to donations with timely acknowledgement letters

**Assistant director**, Art for Healing, 2004–2007 (San Francisco, CA)

- Created a database of more than 2,000 donated works of art
- Coordinated the placement of more than 1,000 works of art in hospitals, clinics, and other healthcare facilities
- Designed a virtual reality gallery in Second Life that allowed users to engage in the collection online