

SHOKAI SINCLAIR

UX/UI designer | visual designer | genealogist

510.692.2354 | Denver, CO | shokai@shokaisinclair.com | shokaisinclair.com

EXPERIENCE

UX lead, Crush & Lovely, 2022–2023 (New York, NY)

- Provided UX research, strategy, and design for B2B, B2C, and enterprise solutions for clients including: the American Heart Association, Janie’s Fund, National Association of Broadcasters, Rooms to Go, and RQI Partners
- Created a comprehensive design system across many product offerings to add greater velocity, efficiency, and innovation to the product team’s design processes
- Elevated the agency’s UX maturity and contributed to the field by creating content that analyzes digital product design history, trends, and best practices

Director of product design, CrowdSolve, 2022–2022 (Denver, CO)

- Created a Figma prototype based on insights gathered from usability testing with climate tech startup innovators and mentors
- Zeroed in on our first MVP, including instructional design, gamification, and tokenomics elements that added innate complexity to key product requirements and customer journeys
- Provided creative direction for the launch of the company’s first brand identity
- Redesigned the company’s marketing site and rewrote all of its content with UX and SEO in mind

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

TOOLS

Adobe Creative Suite • Airtable
• Figma • Google Analytics •
OptimalSort • SEMrush • Slack
• Trello • Wordpress • 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
• SEO • survey design • user
flows • 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

- 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) 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

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

Earlier employment history is available on request.