

Shawn Phillips

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SUMMARY

Innovative and results-driven Senior UX AI Design Engineer with over 11 years of expertise in designing user-centric solutions across healthcare, utilities, telecom, and blockchain industries. A Design Thinking practitioner with a strong focus on integrating AI technologies into user experiences, bridging business objectives with intuitive and engaging design. Proven track record of leveraging data-driven methodologies to deliver scalable, accessible, and visually appealing solutions that enhance user engagement and operational efficiency. Key strengths include crafting advanced conversational AI systems, interactive data visualizations, and decentralized applications using LLMs and multimodal AI. Adept at managing cross-functional collaborations, implementing WCAG-compliant designs, and delivering projects using Agile, Scrum, and Lean UX methodologies. Highly skilled in end-to-end UX lifecycle processes, including research, wireframing, prototyping, and usability testing, with proficiency in tools like Figma, Adobe CC, and Sketch. Passionate about driving innovation through AI-powered user experiences, empowering organizations with state-of-the-art design systems, and creating impactful solutions that balance functionality with exceptional usability.

EXPERIENCE

Senior UX Designer

i3 Verticals

November 2021 – Present, United States · Remote

- Developed advanced data visualizations for utility account management dashboards, including layered usage history comparisons, interactive rate plans, and 12-month usage projection calculators, enhancing user engagement by 25% and optimizing decision-making for over 100,000 customers.
- Redesigned the UI and user experience for the Milestone customer self-service portal, integrating interactive data charts and predictive analytics tools, resulting in a 30% increase in portal usage and streamlined utility management for providers nationwide.
- Led UX design for a \$34 million utility CRM project, crafting a comprehensive CRM ecosystem from the ground up with a focus on intuitive data visualization and user-centric interfaces.
- Designed a CRM theme and design system in Figma, establishing standardized components and visual guidelines that accelerated the development process by 40% and ensured consistency across all platforms.
- Collaborated with data science teams to translate complex utility usage data into interactive visualizations, enabling customers to monitor and adjust their consumption patterns, which led to a 15% reduction in peak energy usage.
- Created custom UI components and high-fidelity prototypes featuring advanced data visualizations for user testing, business presentations, and development handoffs, improving stakeholder alignment and reducing revisions by 15%.
- Redesigned, tested, and launched end-to-end services, including Billing and Payments, Customer Experience, Reporting and Analytics, and Mobile Workforce, each incorporating dynamic data visualizations to enhance usability and efficiency.

AI Interaction Designer

Florida Blue

December 2018 – Present, Jacksonville, Florida, United States · Remote

- Leveraged conversational UX and LLMs to design and launch three distinctive AI chatbots over two years, enhancing customer engagement, self-service capabilities, and internal productivity.
- Designed and launched an authenticated member chatbot trained on a wide range of self-service intents—including View ID Card, Benefits Guided Tour, Find a Doctor or Facility, Change PCP, Documents and Forms, and Make a Payment—improving member self-service rates.
- Developed a semi-authenticated Visual IVR chatbot that integrates IVR technology with LLM-powered conversational AI, assisting customers with self-service tasks via phone and increasing task completion rates.
- Created an internal chatbot for customer service representatives, leveraging LLMs to assist with research, answer questions, and execute member-related tasks, resulting in reduced call handling time and increased efficiency.
- Redesigned and relaunched the Florida Blue native app, leading to an 80% positive increase in customer ratings (App Store: 4.8 stars, Google Play: 4.6 stars).
- Revamped floridablue.com by implementing 70% more self-service features, saving Florida Blue \$5 million in assisted-service resources and increasing site-wide accessibility by 20%.
- Enhanced floridablue.com's Registration, Login, Forgot Username, and Password experiences by incorporating Customer Identity and Access Management (CIAM), including Identity Proofing and multi-factor authentication, improving security and user experience.
- Ensured all design components in Figma and development kits are WCAG AA compliant, significantly enhancing accessibility and usability across platforms.

Generative & Conversational AI Engineer

2RConcepts, LLC

June 2015 – Present, Greater Atlanta Area · Remote

- In my role, I work closely with clients in healthcare technology, utilities, mental health, and functional integrative medicine. My focus is on understanding their unique needs and crafting tailored solutions that enhance user engagement and optimize user experiences. We excel in designing niche native apps that leverage AI UX design, ensuring our applications are intuitive, responsive, and user-centric.

- One of my key responsibilities includes designing conversational AI chatbots that leverage Large Language Models (LLMs) and multidisciplinary AI platforms such as ChatGPT-4, Kore AI, and Genesys. These advanced chatbots provide seamless, intelligent interactions, significantly improving user satisfaction and operational efficiency for our clients. Additionally, our expertise extends to working with multimodal AI, integrating various data types to create more comprehensive and sophisticated user interactions.
- We also specialize in UX design within the Web3 blockchain space, particularly in DePIN (Decentralized Physical Infrastructure Networks) AI, where we focus on designing decentralized applications that manage and interact with real-world assets. These applications harness the power of blockchain technology to ensure security, transparency, and efficiency in managing physical assets. Our methodologies include user research, interaction design, prototyping, usability testing, and UX/UI design, ensuring that we deliver user-centric solutions that drive tangible results.
- By collaborating with top-tier talent through our UX staffing solutions, we ensure that our clients have access to the best minds in the industry. At 2RConcepts, we are committed to staying at the forefront of UX innovation, continuously adapting to the latest trends and technologies to meet the evolving demands of our clients.

UX Software Engineer, Senior Advisor

Cigna

November 2022 – February 2023, Tampa, Florida

- **Advised and designed the UX/UI for a cutting-edge healthcare data mining platform**, enabling advocates to improve patient pharmaceutical adherence by targeting demographic populations through Social Determinants Index (SDI) data.
- Skills:
- **Collaborated with data engineers, developers, and SMEs** to create a platform that allows program managers to perform complex multi-variable search queries, curating patient databases that fit specific criteria and producing dynamic insights.
- **Developed high-fidelity prototypes in Figma** to demonstrate and test the usability of proof of concepts, ensuring a user-centered design approach and streamlining the development process.
- **Empowered program managers with data-driven tools** to create effective healthcare programs, leading to lowered liability risks for patients under Cigna's coverage.
- **Translated complex data analytics into intuitive user interfaces**, enhancing the ability of healthcare advocates and program managers to generate actionable insights and improve patient outcomes.
- **Facilitated cross-functional collaboration** to integrate advanced data mining capabilities into user-friendly platforms, bridging the gap between technical development and user experience.
- Designed and implemented user-centered design strategies, **enhancing user engagement by 30% through** iterative prototyping, usability testing, and the application of human-computer interaction principles using Figma.
- Skills: UX/UI Design, Healthcare Data Mining Platforms, Figma Prototyping, Cross-functional Team Collaboration, Data Visualization, User-Centered Design, Social Determinants of Health (SDOH), Complex Query Design, Usability Testing, Agile Development Processes

Sr. UX/UI CONSULTANT

TRICK 3D

June 2018 – December 2018, Greater Atlanta Area

- Consulting role focused on customer experience design, wireframing, prototyping, testing, RWD, and UI development.
- Supports the customer experience redesign initiative for IHG brand hotel, Holiday Inn. Project is focused on rethinking and redesigning the customer experience of the virtual tour website for Holiday Inn hotels.
- Synthesizes historic usability metrics into definition to produce a concise problem statement and develop key objectives.
- Conducts stakeholder interviews, research analysis, and prototype user testing.
- Facilitates Design Thinking Sessions as a collaboration effort to explore ideation and creative problem solving.
- Manages the production of project assets including, requirements documentation, wireframes / information architecture, customer journeys, storyboards, low / high fidelity screen mockups, and interactive prototypes.
- Solves for mobile first. Creating a tailored but seamless experience across mobile, tablet and desktop viewports.
- Designs wireframes, UI components, and low / high fidelity mock screens in Sketch, Axure, Photoshop, Illustrator, Balsamiq, and Mockplus
- Develops interactive prototype and screen flows in Axure, InVision, Principle, Framer Js, Proto.io and HTML5/CSS3/Javascript/Bootstrap.
- Produces user interface development assets utilizing front-end languages including, HTML5, CSS3, Sass, Javascript and JQuery. These assets are coded based on UX guidance from wireframes and other supporting artifacts.
- Incorporates WCAG accessibility standard into the customer experience
- Produces assets from beginning through final production.

UX Interaction Designer

AT&T

July 2016 – March 2018, Buckhead, Georgia

- Managerial role oriented towards project management, wireframing, UX designing, prototyping, design thinking and testing.
- Manage projects with gross value ranging from \$2 million to \$4 million.
- Utilize Design Thinking and Scrum methodologies as an agile approach to problem solving.
- Designs with 145 million subscribers in mind.
- Run 3+ design sprints per month with 1st wireframe storyboard solution provided to client by Wednesday during the one-week design sprints.
- Produced 50+ interactive prototypes for myAT&T mobile app.
- Implements user centric solutions for internal B2C and B2B customers by conceptualized wireframes, interactive prototypes and storyboards.
- Manages design sessions with consideration of user objectives, values and pain points.
- Improved myAT&T mobile feedback app rating on App store and Play store by enhancing the customers experience.
- Conceptualize wireframes and interactive prototypes with multitude.

- Ensure 80% success rate in usability of prototypes with gorilla tests by sponsored users, on average.
- Incorporates user feedback into customer experience.
- Execute persona based task objective testing on random participants with interactive prototypes.
- Manage small product design teams with 6 to 10 members (4 UX Designers, 1 UX researcher, 1 Scrum master, 2 product owners, 1 engineer, 1 copy writer).

UX/UI Developer

InterContinental Hotels Group (IHG®)

December 2015 – July 2016, Dunwoody ga

- Coordinative position with emphasis on UX design, UI design, UI development, Business Analysis, and managerial design operations.
- Represented information logic and UI structure through wireframes screen flows.
- wireframed UI screens in scenario flows in white boarding session and created storyboarded user journeys.
- Designed Photoshop and sketch mockups based on wireframes.
- Implemented web services and marketing campaign applications through JavaScript, CSS and HTML.
- Created front facing UIs with Twitter Bootstrap and design assists.
- Developed icons through implementation of tools such as Sketch and Adobe Illustrator.
- Designed marketing plan in cooperation with stakeholders.
- Made web applications with creative content in new designs.
- Ensured high-quality production and publishing of websites with existing Umbraco Content Management Systems.
- Facilitated IHG business scaling as a business analyst by integrating and centralizing their processes and systems with Salesforce.
- Used CMS applications to build micro websites and web services.
- Managed Salesforce Development initiatives by acting as business analyst and administration officer.
- Enabled interaction between IHG systems and Salesforce.com by exposing data in JavaScript.
- Applied quality assurance procedures and tests across all platforms.
- Enabled the marketing product owner in managing attendees, engagements, communication, reporting and accommodations by micro website powered by salesforce instead of Excel spread sheets.
- Created innovative solutions with JavaScript to expose user data from browser to route data into Umbraco CMS and salesforce powered modules to address integration limitations.
- conducted 20 UAT and quality assurance monitors for user acceptance tests across all digital platforms.
- Facilitated transition to Salesforce campaign by creation of interactive banners and graphical messaging on progress update, stages and trainings for employees worldwide.

User Experience Architect

Georgia Student Finance Commission

August 2013 – November 2015, Aug 2013 – Nov 2015 · 2 yrs 4 mos

- Operational role as liaison between business and IT. Focused on redesign of frontend framework and UI to support migration from Cold Fusion to .NET environment.
- Administered all digital products and programs as User Experience Developer for GSFC (e.g. Hope scholarship, Zell Miller Grants, Dual Enrollment Program, Georgia HERO Scholarship program, REACH Georgia Scholarship Program, etc.)
- Executed modern content delivery strategies by redesigning GA College 411 (now Gafutures, www.gafutures.org) to a persona-based design.
- Improved Gafutures design experience and increased overall usability by 80% and decreased time for task based objectives by 50% per user feedback.
- Managed performance, product business development and risk management prior to launch of product.
- Established multiple vendor relations and managed their contributions to the Gafutures.
- Provided business analysis data for Deloitte product risk assessment and front-end performance requirements.
- Managed processes and tasks for a project worth \$2M.
- Designed and developed over 100 screens for Gafutures.
- Cooperated with .NET vendor Mindfly acting as GSFC and delivered CMS code audit for platform.

Front-End Web Developer

YP

November 2011 – August 2013, Greater Atlanta Area

- Managerial position in Internet Operations Group at YP Holdings. Development of custom websites for advertisers.
- Implemented user experience principles through design of custom landing page and internal page mockups.
- Led 25 web design professionals in producing over 100 websites for YP clients.
- Won more in-house business with increased number of finished products by 50% in one week.
- Executed conversions of Adobe Photoshop mockups to HTML5, CSS3 and grid systems.
- Applied JavaScript frameworks to troubleshoot and enhance performance.
- Earned promotion from entry-level web designer to team leader within 3 months of employment.
- Advanced 3 promotions within first year of employment (entry level web designer in 11/11, web design lead in 02/12, web specialist in 09/12 and specialist team lead 11/12).

PROJECTS

IBM Design Thinking Workshop

February 2017 - May 2017

EDUCATION

Bachelor’s Degree, Digital Design
American InterContinental University • 2010

INVOLVEMENT

Visual Communications advisory board member
American Intercontinental University

SKILLS

Industry Knowledge: Figma, Voice AI, Agentic AI, Langchain, Python, Javascript, HTML5/CSS3 Open AI API Integration, Genesys AI, Artificial Intelligence (AI), System Prompt Engineering, Large Language Models (LLM), Lean UX, UX Research, automation design, Consulting, SAP CRM, CRM, Utility Industry, Utility Systems, Utility Billing, SAP Portal, Conversational AI, Conversational Design, Digital Strategy, Wireframing, User Interface Prototyping, Customer Experience Design