



BOBBY SHAW

Senior Product Designer

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S U M M A R Y

Senior Product Designer with 14+ years spanning creative direction and enterprise SaaS product design. Currently owning end-to-end design for a Digiday Award-winning healthcare marketing platform at IQVIA Digital. Passionate about turning complex systems into clear, human-centered experiences—and using design as a catalyst for community impact.

C O R E C O M P E T E N C I E S

Design: Product Design, Design Systems, Interaction Design, Information Architecture, Prototyping, Visual Design, Responsive & Accessible Design (WCAG 2.1)

Research: Usability Testing, User Interviews, A/B Testing, Journey Mapping, Jobs-to-Be-Done (JTBD), Data-Driven UX Strategy

Strategy: Product Thinking, Design Sprints, OKR Alignment, Stakeholder Management, Cross-Functional Collaboration, Agile/Sprint Planning

Tools: Figma (Advanced), FigJam, Adobe Creative Suite, Final Cut, Claude Code, Storybook, Google AI Studio

Leadership: Design Mentorship, Design Critiques, Team Culture Building, Workshop Facilitation, Public Speaking

E X P E R I E N C E

Senior Product Designer

2022 – Present

IQVIA Digital | Austin, TX

- Served as the go-to designer for high-visibility projects including an Nvidia pitch—designing the presentation and interactive prototype that was selected from 20+ competing teams and described as “the most extensive and well-thought out” by IQVIA’s Nvidia evaluation team
- Own end-to-end product design for Audience Builder and Forecasting modules within the omni-channel healthcare marketing platform used by the largest health brands and media agencies in the US
- Key designer bridging design support across IQVIA Digital beyond Media OS, partnering with cross-functional teams to extend design reach and consistency across the broader product organization
- Led design operations efforts including standardizing Figma usage and file structure, developing team processes, and building ongoing documentation within the design system
- Collaborate closely with product management, engineering, data science, and research to ground design decisions in real user insights and business needs
- Mentor emerging designers through Memorisely, coaching on product thinking, portfolio strategy, and cross-functional design leadership

Student Creative Director

2018 – 2022

Austin Ridge | Austin, TX

- Led a creative team producing design, editorial, video, and live production content for a 5,000+ member congregation across digital and physical touchpoints
- Designed and shipped multi-platform digital experiences—web, streaming, event branding, social campaigns—driving a 40% increase in online engagement during the shift to remote services
- Facilitated design workshops and creative briefs for cross-departmental stakeholders, translating organizational goals into visual storytelling and scalable brand systems

Children's Director

2014 – 2018

Austin Ridge | Austin, TX

- Supervised 50+ volunteers and staff serving 600+ children weekly, coordinating curriculum design, event production, and family engagement programs
- Designed environmental graphics, wayfinding systems, and branded materials that improved family onboarding and reduced support inquiries by an estimated 25%

Children's Creative Director

2011 – 2014

Austin Ridge | Austin, TX

- Created original multimedia content—motion graphics, print collateral, stage design, interactive learning—for a growing children's ministry program
- Established brand guidelines and visual identity systems that scaled across multiple campus locations

EDUCATION & CERTIFICATIONS

B.S. in Adolescent Psychology – Southwest Baptist University (SBU)

UX Academy / Advanced Figma Certification – Design Lab

Design Systems – Memorisely

WHAT DRIVES ME

My career arc—from 10+ years leading creative teams in the nonprofit sector to designing enterprise products at scale—has given me a unique lens: I design with empathy, build with systems thinking, and lead with storytelling. I'm drawn to companies where the product matters beyond the screen, where collaboration and bold craft are the standard, and where growing as you go isn't just a value—it's the culture.