



BOBBY SHAW

PRODUCT DESIGNER

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PROFILE

I'm a product designer based out of Austin, TX that's played a pivotal role designing Lasso's Digiday Tech Award winning platform and taking the product even further following our acquisition by IQVIA.

I was a Creative Director/Dork at Austin Ridge for 10+ years.

My passions blend the design world (UX/UI), community/team, and having a purpose behind the product.

WORK EXPERIENCE

- 2022** • PRODUCT DESIGNER - LASSO MARKETING (IQVIA)
Designing the first and only omni-channel platform for healthcare marketing and analytics, powering some of the largest health-related brands and media agencies in the US.
 - 2018** • STUDENT CREATIVE DIRECTOR - AUSTIN RIDGE, AUSTIN, TX
Designer, Editor, Writer, Speaker, Ninja
 - 2014** • CHILDREN'S DIRECTOR - AUSTIN RIDGE, AUSTIN, TX
Team Lead, Supervisor, Event Coordinator, Teacher, 600+ kids
 - 2011** • CHILDREN'S CREATIVE DIRECTOR - AUSTIN RIDGE, AUSTIN, TX
Designer, Editor, Writer, Speaker, Ninja, 600+ kids
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PROFESSIONAL SKILL

FIGMA	MS OFFICE	LIVE PRODUCTION
PHOTOSHOP	FINAL CUT	STREAMING
ILLUSTRATOR	AFTER EFFECTS	TEAM LEADERSHIP
INDESIGN	PUBLIC SPEAKING	COPYWRITING

EDUCATION

SBU	DESIGN LAB
B.S. in Adolescent Psychology	UX Academy / Foundations

REFERENCES

JENNA PALEY
Design Mentor
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