

Shannon Sieber.

Creative Strategist

I am a renaissance Creative Strategist, Product & Brand Designer and I can deliver full service Creative from concept strategy through execution. Creating for ~19 years, the breadth of my background spans projects from graphic design to websites to corporate communication and brands to product definition and design. It's the use of strategy, creative thought, and design that allow me to tackle such a diverse range of work.



www.shannonsieber.com

Contact



Work History

- Bigfoot '16-'17 | Principal User Experience Designer
- Asurion 2015 | Creative Director
- Good '14-'15 | User Experience Director
- Accellion '13-'14 | Creative Director - User Experience
- innoPath '11-'13 | Creative Director - UX & Marketing
- Oracle 2011 | Sr. Principal UX Designer - FSGBU
- iPass '09-'11 | Sr. User Experience Designer
- Theranos 2009 | Mobile User Experience Designer
- Cisco '04-'09 | Business Intelligence Portal Designer
- Meriwest 2003 | Biz Dev Graphic Designer
- Brain-Waves '98-'03 | Owner/Designer

Education

- Mission College Design: Image & Promotion 2006
- San Jose State University BA, Child Development '92-'96

Expertise

- 30 corporate websites launched
- 11 enterprise application portals developed & managed: biz intel, collaboration, admin, etc.
- 28 mobile apps designed including partnering with engineering for dev execution and delivery
- 12 mobile apps supported and evolved
- 3 UI patents pending
- >20 prototypes tested with Balsamiq, Invision, Sketch and Paper
- 7 creative teams evolved to work with Agile methodology
- >100 exec pitch decks, sales support presos, and social marketing content created
- >20 brand & corporate identity packages for SMBs conceptualized and delivered
- 2 sales awards
- 5 trade show booths delivered from concept to execution, including Mobile World Congress