

SHANE ANDERSON

+44 777 333 3455
hello@madebyshane.com
madebyshane.com
linkedin.com/in/sandersonux

Summary

Creative UX student with a strong foundation in graphic design, web technologies, and media interaction, seeking to advance my expertise through a master's in Medialogy. I specialize in user-centered solutions and interactive applications, integrating media technologies and user research. Eager to explore the intersections of human interaction, media, and technology in an academic environment. My future goals include contributing to innovative research in interaction design and media technologies, with a focus on creating immersive user experiences and exploring the role of emerging technologies in shaping digital interactions.

Skills

Technical Skills

- HTML
- C#
- CSS
- JavaScript
- Website CMS/Hosting
- Google SEO
- AI Productivity
- Prototyping
- Wireframes
- Unity Development
- Video Development

Research Skills

- User-Centred Research
- Usability Testing
- Heuristic Evaluation
- Content Analysis
- Interviews
- Surveys
- Card Sorting
- Task Analysis
- Competitive Analysis
- Information Architecture

Design Skills

- Interaction Design
- User Interface Design
- Graphic Design
- Copywriting
- Personas
- Experience Maps
- Storyboards
- Mental Models
- Scenarios
- Task Flows
- User Journeys
- Information Architecture

Soft Skills

- Communication
- Team Collaboration
- Creative Problem Solving
- Time Management

Education

BSc (Hon.), User Experience Design

Edinburgh Napier University (2023-2025)

HNC, Visual Communications

Glasgow City College (2022-2023)



Developing expertise in Human-Computer Interaction (HCI), user-centered design, and interaction models. Notable coursework: Human-Computer Interaction (HCI), Interaction Design, Usability Testing, UX Research Methodologies, Prototyping & Digital Video Production.



Specialized in creative ideation, color theory, and visual design for target audiences. Developed strong foundations in creative problem-solving, visual storytelling, and graphic production.

Acquired Skills

Figma Achieved 80% creating a smart home application via Figma whilst carrying out accessibility testing

Research Attained 79% in a UX research module by presenting findings in a visually communicative presentation

SEO Ranking first in Google SEO search terms for 'Car Valet Ayrshire'

Archetype Personal and energetic collaborator, motivated to inspire according to Adobe creative types and COGC

Communication Strong communicator verbally and visually of design intent developed through multiple presentations

Motivated Ambitious and keen learner through constructive criticism developed from graphic design and UX

Team Player Thriving and conscientious team player with a keen interest to understand new thinking perspectives

Efficiency Believer in AI tools to improve work efficiency providing time to iterate and provide sound solutions

Experience

User Experience Designer

Fiverr (2022-Present)



- Specialized in maximizing efficiency through clear communication and structured methodologies to deliver client satisfaction.
- Conducted user research using various methodologies, producing detailed insights to guide design decisions.
- Designed mobile and desktop UI using Figma, including wireframes and prototypes for client projects, resulting in improved user experiences and client retention.
- Successfully managed projects simultaneously, ensuring timely delivery and high-quality results.

Car Valeting - Business Owner

Bubbles Valeting Ayrshire (2019-Present)



- Founded and grew a successful car valeting business, utilizing strategic marketing techniques such as Google SEO to rank on the first page of search results, significantly increasing customer traffic.
- Engaged actively with customers, collecting feedback to enhance services, create a loyal customer base, and drive repeat business.
- Expanded the business through consistent, high-quality service and a strong customer relationship model, achieving notable success, including securing a mortgage through consistent business growth.
- Demonstrated entrepreneurial spirit, resilience, and the ability to manage all aspects of the business, from operations to client acquisition and retention.

Projects

ENIGMA: Interactive Game Web Development

[Grade 76%] During the research and planning stages, the aim was to create an immersive, educational, and competitive web-based game inspired by the Enigma machine. The focus was on designing a user-friendly interface and developing engaging gameplay using HTML, CSS, and JavaScript. Despite deviations from the original plan due to time constraints and technical challenges, the final product successfully engaged users in a decryption-themed experience.

Impact: Strengthened web development skills, particularly in coding, time management, and deploying interactive web applications.

Relevance to Medialogy: This project showcased my ability to integrate historical concepts with interactive digital media, a skill I plan to expand further in Medialogy by exploring how media technologies can enhance user engagement and educational experiences.

Skills Gained: Web development (HTML, CSS, JavaScript), game design, user interface (UI) development, project management, time management, problem-solving, collaboration.

1867 BONES: Digital Video Development

[Grade 64%] This project centered on creating a cohesive video narrative, with a focus on presentation design, logo creation, and color correction. I played a key role in fostering team collaboration by introducing a brainstorming method that improved group dynamics and morale. Contributions included presentation design and ensuring visual consistency through color correction and post-production editing.

Impact: Improved teamwork and collaboration skills, while demonstrating proficiency in video editing, color correction, and creative direction in media production.

Relevance to Medialogy: This project helped me understand the impact of visual storytelling and media production techniques. In Medialogy, I look forward to exploring advanced multimedia production tools and techniques to create interactive and immersive digital experiences.

Skills Gained: Video editing (color correction, post-production), visual storytelling, creative direction, teamwork, brainstorming, communication, problem-solving, project management.

ECOTECH: Information Interaction

[Grade 72%] EcoTech focused on understanding user information needs and designing a website using the Information Foraging interaction model. Personas, user flows, and wireframes were developed to ensure intuitive navigation and effective content presentation. Surveys informed improvements to meet the information needs of corporate and government users.

Impact: Enhanced proficiency in user-centered design and usability testing, resulting in a user-friendly website that catered to the needs of diverse stakeholders.

Relevance to Medialogy: This project strengthened my understanding of user interaction models and data presentation, areas I aim to deepen in Medialogy by working on projects that combine data visualization, user experience, and emerging media technologies.

Skills Gained: UX/UI design, user research, usability testing, wireframing, persona development, information architecture, communication, critical thinking, time management.

AUTOM8: Practical Interaction Design

[Grade 79%] The Autom8 project involved designing a smart home management application that integrates energy usage, device control, and voice commands, with a strong focus on accessibility and user-friendliness. Figma was used to create a high-fidelity prototype, and feedback from usability surveys guided iterative improvements.

Impact: Gained advanced skills in prototyping, user testing, and refining designs based on accessibility and usability feedback, resulting in a product that meets diverse user needs.

Relevance to Medialogy: This project reflects my passion for interaction design and accessibility, which are key areas of interest in Medialogy. I am eager to explore how media technologies can further enhance smart home interfaces and improve accessibility across different platforms.

Skills Gained: Prototyping (Figma), accessibility testing, interaction design, user testing, iterative design, time management, communication, team collaboration, problem-solving.

SKRACH & ARDUINO: Playful Interaction

[Grade 75%] High marks were achieved by developing Arduino-based prototypes, including LED sirens and remote-controlled buttons, demonstrating physical computing expertise. Additionally, excellent feedback was received for the “Skrach” interactive shop window display, integrating branding with interactive elements.

Impact: Developed strong technical skills in physical computing and creativity in blending physical and digital user interactions, while showcasing branding integration through interactive design.

Relevance to Medialogy: This project sparked my interest in the potential of interactive technologies to bridge the physical and digital worlds. In Medialogy, I aim to explore how physical computing and media technologies can create immersive, playful experiences for users in various settings.

Skills Gained: Physical computing, Arduino programming, interaction design, branding integration, creative problem-solving, project management, teamwork.

CIRCULAR CLOSET: Expressed Through UX

[Grade 81%] For the Circular Closet project, extensive UX research was conducted to design an online platform integrating new and second-hand fashion. The project involved user needs analysis, competitive analysis, and journey mapping to improve the shopping experience.

Impact: Demonstrated strong critical thinking and UX methodologies, resulting in actionable design solutions that enhanced the platform’s usability and reflected a deep understanding of sustainable fashion.

Relevance to Medialogy: This project showcased my ability to use UX methodologies to enhance user engagement and create sustainable digital experiences. I look forward to applying this approach in Medialogy by exploring how media technologies can promote sustainability and user interaction in online platforms.

Skills Gained: UX research, competitive analysis, journey mapping, wireframing, user-centered design, critical thinking, communication, time management, team collaboration.

Presentations

Evaluating Online Information Systems: A Critical Analysis of User Interactions and Data Literacy

Presented at Edinburgh Napier University (March 2024)

A critical analysis of the EcoTech website using information foraging and usability testing. Presented findings on how users interact with information, applying evaluation techniques like wireframes, journey mapping, and heuristic evaluation. The presentation explored ways to improve user engagement by aligning website content with user information behaviors and data literacy levels.

Designing a Sustainable Brand Strategy for EcoTech

Coursework Presentation, Edinburgh Napier University (February 2024)

Led the brand design and user persona development for EcoTech’s digital presence. Presented the design process, focusing on the creation of personas, user journeys, and wireframes. The final design integrated competitive analysis, user feedback, and wireframe iterations, resulting in a user-friendly, data-driven brand identity.

Digital Video Project: 1867 Bones

Group Presentation, Edinburgh Napier University (May 2024)

Led the design and narrative development for a collaborative digital video project, integrating elements of media production, storytelling, and post-production techniques. Responsibilities included logo creation, color correction, and exposure adjustments to maintain visual consistency. Presented the final video, explaining the creative process and technical challenges, while demonstrating effective team collaboration and problem-solving skills essential in media production.

Pre-Production and Conceptual Development for Digital Media

Group Presentation, Edinburgh Napier University (March 2024)

Contributed to the pre-production phase of a digital media project, focusing on the conceptual development of interactive storytelling and visual elements. Led brainstorming sessions and facilitated team collaboration to design a cohesive narrative and visual framework. Presented insights on integrating user-centered design with media technology to enhance audience engagement and experience.