

SHANE ANDERSON

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Aspiring Service Systems Designer | UX Strategist | Digital Transformation Enthusiast

Summary

BSc (Ordinary) User Experience Design graduate (78%) with a focus on digital transformation, service systems, and platform service flows. Beginning an MSc in Service Systems Design at Aalborg University in September 2025. Recent work includes the VoiceOver platform redesign using IA, Figma, and stakeholder-led iteration, and Synexia, a speculative AR system modelling behavioural control in enterprise environments. Research includes evaluating gamified navigation apps using UX testing and thematic analysis. Skilled in system mapping, interface design, and accessibility, with a strong interest in platform logic, inclusive design, and organisational change.

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
- Affinity Mapping
- Survey Design & Eval.
- Persona Validation
- Thematic Analysis
- Heuristic Evaluation
- Service Blueprinting
- Co-Design Workshops
- Information Architecture
- Thematic Analysis
- Usability Testing

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

- Stakeholder Communication
- Workshop Facilitation
- Analytical Thinking
- Clear Documentation
- Cross-Team Collaboration
- Adaptability
- Creative Problem Solving
- Time Management

Education

MSc Service Systems Design

Aalborg University University (2025-2027)



AALBORG
UNIVERSITY

Focuses on designing complex service systems through stakeholder mapping, co-design, prototyping, and systems thinking. Emphasises strategic design for digital transformation, combining visualisation, service modelling, business strategy, and real-world collaboration. Addresses socio-technical challenges by aligning user needs, technological opportunities, and organisational change across private and public sector contexts.

BSc (Ordinary), User Experience Design

Edinburgh Napier University (2023-2025)

Grade: *Distinction 78%*



Studying user-centred design, interaction models, and service innovation with core modules in HCI, UX research, usability testing, information architecture, and prototyping using Figma and HTML/CSS.

HNC, Visual Communications

Glasgow City College (2022-2023)



Developed core skills in typography, digital imaging, motion graphics, and packaging design using Adobe CC. Produced outcomes for print and screen through research, sketching, and client-led briefs. Gained experience in visual storytelling and portfolio development.

Acquired Skills

Figma Achieved 80% designing a smart home app using Figma, with accessibility testing and structured wireframes.

Research 79% in a research module, applying survey design, visual analysis, and stakeholder-focused reporting.

Communication Presented technical UX decisions to clients and peers, including a live stakeholder walkthrough for the VoiceOver website.

Team Collaboration Collaborated on multidisciplinary projects, managing feedback loops, co-design, and client alignment in group settings.

Experience **User Experience Designer**
Fiverr (2022-Present)

fiverr

- Specialised in maximising 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, utilising 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

VOICEOVER: Corporate Website Design & Development | Figma | Jitter | Squarespace | MoSCoW | WCAG | Agile

[Grade 87%] Redesigned the public-facing website for VoiceOver Interpreting Services, a social enterprise supporting multilingual communication for refugees, councils, and corporate clients. Collaborated with stakeholders and applied user-centred design (UCD) methods to restructure content, simplify user journeys, and improve information findability. Used MoSCoW prioritisation to balance platform limitations with accessibility goals, and prototyped key flows using Figma and Jitter.

Impact: Delivered a mobile-first, accessible, multilingual website that improved clarity, trust, and task completion across varied user types. Client praised the ability to align digital delivery with the organisation's mission.

Relevance to Digital Trans. Intern Role: Demonstrates experience with stakeholder research, design iteration, and platform-constrained delivery. Directly relevant to university-wide digital systems work, including design systems, accessibility, and agile planning.

Skills Gained: Information architecture, stakeholder collaboration, UCD, wireframing, accessibility, content strategy, Figma prototyping, agile UX planning

SYNEXIA: Speculative Neural UX System | Speculative Design | Figma | Emotion Modelling | Ethical Research

[Grade 69%] Developed a speculative AR interface for regulating workplace emotions through neural feedback. Identified the unmet need for emotional safety in AI-driven high-pressure environments. Designed layered user interactions and visual overlays grounded in narrative world-building and system logic.

Impact: Challenged conventional thinking about productivity, autonomy, and affective design. Created an immersive framework for engaging ethical debates around future neurotechnology in UX.

Relevance to Digital Trans. Intern Role: Demonstrates critical design thinking, inclusive interaction foresight, and systems-level awareness. Reflects the ability to translate complex emotional or societal issues into structured, user-centred speculative prototypes.

Skills Gained: Narrative UX, interaction design, system foresight, AR prototyping, ethical design thinking

ECOTECH: Information Interaction | Information Foraging | User Research | Wireframing | UX Writing | Accessibility

[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: Strengthened UX/UI design, usability testing, and information architecture skills, ensuring a user-friendly experience tailored to diverse stakeholders.

Relevance to Digital Trans. Intern Role: Aligns with service interaction design, user research, and information architecture, demonstrating an ability to optimize digital services for accessibility, usability, and stakeholder engagement.

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

ALBA DENIM: Luxury UX Website Prototype | Information Foraging | AR Mockups | Figma | Storytelling

[Grade 83%] Created a speculative e-commerce prototype for Alba Denim, a luxury heritage brand based in Edinburgh. Grounded in information foraging theory, the project focused on intuitive navigation, interactive storytelling, and inclusive UX. Developed user personas, journey maps, and user flows to guide design decisions. Key features included an AI-powered virtual fitting room, interactive timeline, and community-driven outfit sharing inspired by Instagram layouts.

Impact: Delivered a high-fidelity prototype praised for its visual clarity, WCAG-compliant design, and depth of user research. Design addressed promotional, emotional, and educational aspects to align luxury branding with accessible, interactive web experience.

adherence. Shows ability to work independently on complex interaction flows, responsive components, and user-centred storytelling, key for supporting a university-wide design system.

Relevance to Digital Trans. Intern Role: Demonstrates strong Figma skills, information architecture, and accessibility adherence. Shows ability to work independently on complex interaction flows, responsive components, and user-centred storytelling, key for supporting a university-wide design system.

Skills Gained: Figma prototyping, accessibility standards (WCAG 2.1), persona-driven design, UX storytelling, system logic, emotional interaction design, speculative e-commerce

GAMIFICATION IN ROAD-NAVIGATION APPLICATIONS: User-Centred Research | Thematic analysis | User Research

[Grade 61%] Conducted a user-centred research study on gamification in navigation apps. Applied qualitative methods and literature synthesis to evaluate emotional impact and usability.

Relevance: Shows research-led UX insight, critical analysis, and human-centred evaluation, key for UX research in university systems.

Impact: Strengthened expertise in user-centered research, qualitative analysis, and usability evaluation, while refining critical thinking and data interpretation in service design contexts.

Relevance to Digital Trans. Intern Role: Aligns with user experience research, service interaction design, and human-centered methodologies, demonstrating the ability to analyse user needs and optimise digital service experiences.

Skills Gained: User research, qualitative data analysis, usability testing, thematic analysis, UX design, critical thinking, problem-solving, communication, and project management.

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.

VoiceOver Technical Presentation: UX for a Real Client

Group Presentation, Edinburgh Napier University (May 2025)

Delivered a 5-minute technical walkthrough of the redesigned VoiceOver Interpreting Services website to a real client. Covered information architecture, accessibility improvements, platform constraints (Squarespace), and UX research insights. Responded to client questions and aligned design rationale with stakeholder needs.