SHASHIN PATEL

shashp@gmail.com 0474 218 755 Melbourne VIC shashp.com

Oct 2021 - Present

Leading full redesign of internally-used mathematical optimisation software for direct use by national clients to achieve legally compliant rosters with impactful cost savings

- Redesigned and launched Roster Right enabling all clients to view, sort, filter and share all inputs and outputs of any optimised roster from our cloud-based service
- Redesigned, alpha & beta tested Roster Builder enabling SIL clients to modify most input parameters at scale to be resubmitted to maths engine for re-optimisation
- Advised 3rd party graphics studio responsible for marketing website, brand palette and illustrative direction to improve W3C/A11y web usability standards

Figma, Slack, Mural, Notion, GitHub, MS Teams & Office Suite

UX Lead & Manager

Seer Medical

Jul 2020 - Oct 2021

Led projects, processes, and branded design system with 3 designers for web & mobile. Improved epilepsy journey for patients, doctors that treat them, and the teams that operated 30+ clinics, overseas expansions, and research projects.

- Globally relaunched the **Seer App** with world's first seizure forecast technology using modern, branded design system extending from diagnostics into management, winner of Prime Minister's Innovation Award 2022 (Dr Pip Karoly's Research)
- Improving E2E designs of **Seer Cloud**, the core of the entire operating portfolio, improving revenues, reducing operational steps, and prep for our design system uplift
- Managing scaled growth and hiring plans, while migrating from Sketch to Figma, ramping up new PMs, dev & ops support, user research and design validations

🖒 VIC Startup of the Year Winner | Figma (Sketch, Invision), Slack, Miro, Jira, Notion, GitHub, Zoom

UX Contract

Target.com.au

Jan 2020 - Jun 2020

Inspire transformation of Target AU's traditional brick + mortar experience strategy into a more seamless, convenient, and digitally connected web & mobile platform.

- UX lead for Web & Mobile Checkout redesigns to modularise, prototype, iterate, and launch improvements to shopping & checkout during unprecedented usage increases
- Improved design maturity by merging separate Sketch symbol & icon libraries and training sister teams on more uniform and collaborative design systems in Figma

☆ 1020 "1 Target" Hackathon Winner for Digital Wallet | Sketch, Figma, MS Teams, Jira, Confluence

☐ Sr CX Systems Engineer AT&T Digital, Retail & Care

Jul 2017 - Jul 2019

Managed new product validations, controlled introductions, and CX iterations for AT&T's newest video, internet, and mobile hardware and services using SAFe agile.

- CX lead saving Ops \$MM+ on AT&T TV & Genie Modernization national launches by measuring and iterating scaled intros with 10k+ employees and 2.5M+ customers

- Pioneered self-resolve strategy & designs across TV & Broadband products with onscreen + digital self-care URLs, fault codes and build-out of first CX lab on Los Angeles campus for test analysis of newest products across TV, Internet & Mobile
- Advocate for **diversity & inclusivity**, advanced WCAG20 for TV, and **AT&T work/life**☆ '18 Goldy Award (AT&TTV) | UserVoice, Balsamiq, Slack, Jira, Confluence, MS Office/Project

☐ Sr UX Designer

DIRECTV Satellite TV

Jun 2014 - Jul 2017

Delivered E2E designs & annotated specs for satellite and streaming TV, Web, and Mobile from strategy, research, UX/UI, prototyping, dev handover, and post-live analytics.

- Lead UX Designer for AT&T TV Self-Install live in 10 U.S. cities & Lead UX Designer for Genie DVR Modernisation live in 26M+ devices across U.S. homes nationwide (cont'd)
- Cross-platform lead for **self-resolving internet** in 19M+ and Customer Care in 30M+ homes, reducing contacts and increasing connected TV user base from 36 to 76%
- Re-architected **NFL Sunday Ticket Web UX** in 2016 to be fully browser responsive and video-first for 20M+ subscribers with access to web streaming
- Developed, managed and iterated XDS OmniGraffle UX pattern library for all layouts, panels, and widgets in use for any DIRECTV Set Top Box experiences

☆ '16 Merit Award, '14 Eng Academy | OmniGraffle, Slack, Dropbox/Box, Trello, Axure, Sketch

	Acute-Robot.com	Mar 2016 - Aug 2019
Product Design Lead	Qudos.com	May 2012 - Apr 2013
Information Architect	VDIO.com	Jun 2010 - Mar 2012

- Launched 3 Acute Robot iOS Apps: mappod.co | oodlesreef.com | parkaidapp.com
- Storyboarded atomic UX designs, managed prototypes & specifications using Agile dev
- Managed Kanban boards, crafted wireframes, mapped CX journeys & lean biz processes
- Built site mini-maps, screen flows & competitive research decks for tech & exec teams Balsamiq, Sketch, Trello, Antetype, Silverback, iWork, Whiteboards

→ Systems Engineer 3

Northrop Grumman

Sep 2007 - Jul 2010

- Redesigned B-1 Bomber Mission Planning experiences for in-flight use with 14/14 successful design reviews for the Office of the Secretary of Defence using <u>CMMI-5</u>
- Redesigned Mission Data Sheets improving quality & quantity in displays by iterating on 5000+ requirements in DOORS, software reliability testing, and MS Project planning
- SE Team Lead for successful launch of software versions 3, 4 and 5, uses detailed: here
- ☆ '09 CMMI5 and SETDP, '07 Recognition of Excellence | MS Office, DOORS DOD Secret Clearance

→ Systems Engineer 1

Raytheon

Apr 2006 - Sep 2007

- Electro Optical Sensor Unit Team Lead for \$2.6M F/A-18 ATFLIR maintainability redesign defence contract improving availability of targeting sensor to U.S. Navy forward operations by developing line replaceable subassemblies

- Designed + delivered 36 integrated tech repair manuals and trained NAS JAX technicians how to disassemble, repair, reassemble and test electro-optical sensor unit

☆ '07 Sys Eng Tech Dev Program + R6Sigma | MS Office, Pro-E - DOD Secret Clearance

University of Southern California, Viterbi School of Engineering

2003 - 2005

B.S., Industrial & Systems Engineering with Information Operations Management Vice President, Alpha Pi Mu Engineering Honours Society & Dean's List

United States Naval Academy

2001 - 2003

National Service Defence Medal for active military service during 9/11