

# Shaun Post

UX Design Lead | San Francisco Bay Area

p: (650) 703-7173 | e: shaunmpost@gmail.com | w: <https://shaunmpost.com>

## Experience

### Google | Senior Interaction Design Lead

Oct 2018 - Present | Mountain View, CA (Promoted in 2020)

- Google Bard

Responsible for leading multiple team members to strategize and design a horizontal framework focused on AI features spanning across the Google ecosystem of software and hardware. Led design by partnering with stakeholders to establish user-focused design thinking and patterns that drives growth and engagement of the horizontal product offerings. Collaborated closely with UX, product and eng teams to support and drive Bard extensions work flow. Building a product that enables 1P and 3P extensions within the Bard UI.

- Google Assistant Search & Knowledge

Drove strategy and UX visioning for Assistant Search & Knowledge focused on establishing a consistent mental model for Google Assistant: a natural, voice-forward, conversational helper for users to get things done reliably. Collaborated closely with stakeholders to build UX patterns for contextual assistance in Search, AGSA, Chrome, and other 1P/3P apps. Focused on integrating LLM into consumer-facing products and improving conversational UX.

- Google Assistant Language & Translation

Led UX and product strategy for all of Assistant Language and Translation product offerings on multi-modal surfaces. Increasing daily active users from 5M > 11.5M and QPD from 6.5M > 13M since joining this team in 2020, while fostering a culture of open XFN collaboration. Additionally, I helped successfully launch Live Translate on our flagship Pixel 6 and 7 by influencing and aligning UI, UX and product strategy with xPA-level leaders. This included Android, Hardware, Assistant and Pixel-Speech teams leading to 40% more daily active user penetration on Pixel 6 vs. other android devices.

- Google Assistant Product Inclusion

Developed & enacted a sustainable strategy to improve user experience & quality across Assistant features for underrepresented groups by developing an incubation pipeline for our newly formed Product Inclusion group. I led a group of product managers, designers, engineers and content specialists to build an incubation pipeline. Validating over 30 new product features and launching 10 in two years including 5 yearly campaigns upcoming cultural moments on the Product Inclusion calendar.

## **Amazon | Senior UX Designer**

2018 | Seattle, Washington

- Amazon Go

Led UX strategy and creative development for the Amazon Go mobile app and digital products. Delivering impactful UX design leadership and exemplary understanding of user-centered design principles. Innovating alongside computer vision specialists with a focus on sensor fusion, and deep learning. Provided creative direction across all digital - customer and associate - experiences. Facilitated creation and championed adoption of unified UX guidelines that underpin all of Amazon Go's digital experiences.

- Amazon Visual Search & AR

Led UX for Amazon Visual Search, Augmented Reality and Advertising Technology. Spearheaded Amazon's first AR-powered feature on mobile; 'View in your room', which enabled customers to view over 150k products to scale in their own home, overall decreasing product returns by 28% globally. I additionally provided creative leadership and supported user research to identify gaps and improvements to visual search recognition. Growth hacking many new features and analyzing data with research to improve visual search matches by 66% after launching and improved product experience on mobile shopping.

## **Apple | UX Design Lead**

2014 - 2016 | Cupertino, California

Drove UX alignment for the Apple Real Estate & Development Team, focused on building internal tools. Projects included producing various systems to bring together a global cohort as we conceive and launch new stores multiple times a year. Additionally, I helped to design and craft a variety of web and print deliverables including but not limited to instructional guides, interactive prototypes, system tools, multimedia, photography, presentations, and templates. In total our RE&D team conceptualized 50+ new stores and launched 20 in the two years I was part of this team.

## **Disney Interactive | Senior Visual Designer**

2011 - 2014 | Palo Alto, California

Designed interactive brand experiences for Disney.com, social media channels, global marketing initiatives, and in-app game user experiences with a focus for consumer centered-design. Built relationships with key stakeholders across Disney brands (Marvel, Pixar and Lucasfilm) to effectively produce and edit video trailers and launch content for upcoming mobile and web games that tied directly to upcoming movie and tv releases.

## **Apple | Senior Visual Designer**

2008 - 2011 | Cupertino, California (Promoted in 2010)

Crafted, designed, and maintained classroom, virtual classroom, and self-paced training content using traditional instructional design strategies for both retail and enterprise-wide Apple partners. Drove UX solutions including mobile and web products that exhibited high-value impact and engagement through our CMS, by launching courses and training in tandem with Apple products and services globally to our internal and external employees.

## Education

Academy of Art University  
MA Illustration  
Graduated 2019

Lesley College of Art & Design (AIB)  
BFA Animation  
Graduated 2008

## Internships

Fablevision Studios  
Production Intern 2007

Cartoon Network Studios  
Production Intern 2006

## Patents

### Visual feedback of process state

US 10558857 · Issued Feb 11, 2020  
*Methods for onscreen body of visual markers overlaid on the interface.*

### Object preview in mixed reality

US 10319150 · Issued Jun 11, 2019  
*Markerless approach to displaying an image of a virtual object in an environment.*

### Markerless image analysis for AR

US 20180330544 · Issued Jan 8, 2019  
*Users can view images or renderings of items placed (virtually) within a physical space.*

## Volunteer

The Last Mile | Design Instructor

City College of San Francisco |  
Google Design Mentor & Instructor

## Knowledge & Skills

Aesthetic sensibility  
Craftsmanship  
Data-driven design  
Interactive technology  
Mentoring  
Presentations  
Product design  
Product development lifecycle  
Risk management  
Software systems thinking  
Storytelling  
User behavior  
User research methodology  
Visual design

## Key Qualifiers

- 15+ years of designing and leading UX
- Expert with Figma; able to produce wireframes, high fidelity mockups and motion prototypes
- Strong command of visual and interaction design principles
- Meticulous attention to detail
- Proficient at defining reusable patterns and framework and extending existing design patterns across surfaces and services
- Deep systems thinker
- Ability to form strong partnerships with partners to distill requirements and work together to creatively push boundaries