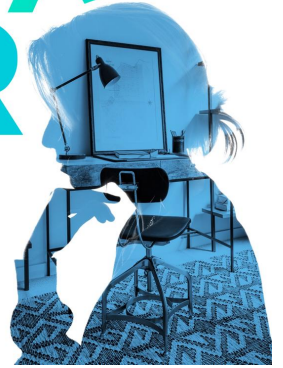


SHAINA SILVER



661.466.7760

shainasilver.com

hi@shainasilver.com

SKILLS

- Web Analytics
- HTML5
- CSS3
- JavaScript
- Agile/Scrum
- Sketch
- Photoshop
- Illustrator
- Prototyping
- Reaction .GIFs

EXPERIENCE

UX Designer | April 2017 – Present

CBS Interactive | Burbank, CA

- Dedicated designer - OTT & Emerging Platforms
- Design lead - Video & Personalization for CBS All Access, SVOD/VOD service
- Launch agnostic-centric experiences translated across mobile, desktop, OTT platforms
- Understanding design challenges across OTT environments using international guidelines
- Deliver presentations and interact remotely with a distributed team located all over the world

UI/UX Designer | February 2016 – April 2017

Laurel & Wolf | West Hollywood, CA

- Lead UI/UX initiatives for company rebrand for landing site, purchase flow, onboarding, reviews, and mobile app
- Collaborated with product managers, developers, and QA across multiple platforms, media, and environments
- Successfully provided A/B Testing, multivariate testing, and analytics results/feedback with stakeholders
- Quickly researched, designed, pivoted, and prioritized requests based off of latest testing results/business goals

Product Designer | January 2015 – January 2016

ZURB | Campbell, CA

- Firm understanding of balance between business goals, user needs and technical feasibility
- Rapidly prototyped hand-drawn sketches, create high-fidelity wireframes and code front-end
- Clearly articulated design decisions to engineers, clients, and other designers
- Used research data and collaborate with analytic support to discover the best possible UX/UI
- Comfortable with in-person and over-the-phone client interactions

Front-End Developer | July 2012 – December 2014

Fandango, NBCUniversal | Los Angeles, CA

- Assisted in back-end integration
- Wireframed, designed, and built with latest UI/UX standards and trends
- Developed responsive frameworks for multiple mediums including desktop, tablet, mobile
- Provided post-launch support for defects and problem resolutions

EDUCATION

University of California, Los Angeles - Los Angeles, CA

Focus: User Experience Design

San Diego State University - San Diego, CA

Nanyang Technological University - Singapore, Singapore

Bachelor of Arts in Communications | Dean's List Graduate

Major: Communications, specialization in Media Studies

Minor: Art, emphasis Multimedia Design

References available upon request