

## ABOUT ME

UX/UI Designer with experience designing responsive, content driven digital products and evolving design systems. Strong visual design foundation combined with user-centred thinking, usability testing, and cross-functional collaboration. Currently completing my last semester of a **Master of Interaction Design and Electronic Arts at the University of Sydney**.

### Portfolio:

<https://www.mohrthancreative.com/>

## SKILLS

### UX, Design Quality & Delivery

- Ensured UI consistency with design standards and brand systems
- Identified usability, visual, and accessibility issues
- Maintained high-quality outputs across digital products
- Worked within design systems and component libraries
- Mastery of end-to-end product lifecycles

### UX/UI & Design Collaboration

- Collaborated with product, design, marketing, and development teams
- Created user journeys, user flows, and information architecture
- Produced wireframes, UI designs, and prototypes
- Designed responsive, content-driven web experiences

### UX Insights & Experimentation

- Data-informed UX design using metrics and A/B testing
- Conducted usability testing and iterative validation
- Translated insights into design improvements

### Design, Delivery & Collaboration Tools

- Figma
- JIRA
- Salesforce & CRM platforms
- Movable Ink

### Technical

- Prototyping tools
- HTML5, CSS, JavaScript
- GitHub
- FlutterFlow
- Adobe Creative Suite
- CAD software

### Soft Skills

- Structured problem-solving
- Clear written and verbal communication
- Fast learner in high-growth environments

# SHANNON MOHR

UX/UI DESIGNER DIGITAL PRODUCTS & DESIGN SYSTEMS

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## WORK EXPERIENCE

### BACKEND MARKETING COORDINATOR

Sep 2024 - Feb 2025

#### Weiss Ratings

- Managed daily email campaigns in Salesforce, including scheduling, layout development, and content prep.
- Partnered with editorial to deliver timely communications.
- Monitored campaign performance using Power BI and Effort Manager to drive optimisation.
- Supported audience segmentation and targeting in Salesforce to improve delivery and reduce unsubscribes.

### CRM MARKETING SPECIALIST

Mar 2023 - Jul 2024

#### Canon USA

- Led the launch of Canon USA's B2B email marketing platform, deploying the first Salesforce-based B2B campaign from concept through delivery.
- Directed the integration of Movable Ink, delivering internal training and ongoing support to drive adoption and performance.
- Developed automated welcome and trigger programs using Oracle Responsys and Salesforce, enhancing customer engagement and retention.
- Conducted A/B testing and presented monthly campaign insights to senior leadership to support strategic decision-making.
- Collaborated cross-functionally with product, design, and sales teams to align email marketing strategy with evolving B2B customer needs and product launch timelines.
- Helped streamline CRM campaigns by introducing dynamic templates and reducing manual input.

### EMAIL MARKETING COORDINATOR

Jun 2021 - Feb 2023

#### Bed Bath & Beyond

- Oversaw end-to-end execution of daily promotional emails for U.S. and Canadian markets, including content strategy, QA, and analytics.
- Improved engagement by 15% through targeted A/B testing of creative, subject lines, audience segmentation, and promotional strategy.
- Led all outbound email communications for buybuy BABY Canada, contributing to an 11% revenue increase through effective use of Oracle Responsys, Movable Ink, Persado, JIRA, and Salesforce.

### EMAIL COORDINATOR

Jan 2021 - Apr 2021

#### NBC Sports Group

- Executed over 70% of email campaigns for NBC Sports brands and partners using Salesforce, managing HTML development, QA, and deployment.
- Led outbound campaign creation for PointsBet, including audience segmentation, trend analysis, and tailored messaging strategies.

## EDUCATION

### University of Sydney

2025 - Current

#### Masters of Interaction Design

### Roger Williams University

2016 - 2020

#### Bachelor of Marketing & Web Development

### Griffith University

2018 - 2018

#### Marketing, Study Abroad