SHANNON MOHR

Product Designer

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PROFILE

Multidisciplinary Product Developer and Interaction Designer specializing in end-to-end physical/digital product development, rapid prototyping, and human-centred systems. Combines hands-on fabrication with data-informed validation to build user solutions.

EDUCATION

University of Sydney

2025 - 2026

Masters of Interaction Design

Roger Williams University

2016 - 2020

B.A. Marketing & Web Development

CERTIFICATIONS

Google UX Design Professional Certificate

Google | Completed September 2026

Google AI Professional Certificate

Google | Completed August 2026

SKILLS

Design

- End-to-End Product Design
- UX/UI & Interaction Design
- Design Systems & Accessibility
- User Flows, Wireframing & Rapid Prototyping

Research & Testing

- User Discovery & Usability Testing
- Stakeholder Workshops & Journey Mapping
- Heuristic Evaluation & Synthesis

Data & Product Thinking

- Product Strategy & Systems Thinking
- Data-Driven Design & Agile Workflows
- Cross-Functional Collaboration

Technical

- Figma, Adobe Creative Suite & GitHub
- HTML, CSS, JavaScript & Python
- Salesforce & CRM Architecture
- Agentic AI, LLM Workflows & APIs
- ChatGPT, Claude & Gemini

PRODUCT DEVELOPMENT PROJECTS

TACTILE WELLNESS INTERACTION SYSTEM

Lead Designer & Developer (University of Sydney) | 2025 – 2026

- Spearheaded end-to-end design and physical prototyping of a handheld tactile device engineered to alleviate anxiety through adaptive feedback.
- Integrated Figma, Python, 3D printing, and AI-assisted workflows to construct functional prototypes for ergonomic and responsive testing.
- Conducted user interviews and multi-round iterative usability tests, aligning mechanical ergonomics with emotional interaction flows.

CAMPUS REUSABLE CUP SERVICE ECOSYSTEM

Service & Product System Designer (University of Sydney) | 2025 – 2026

- Designed closed-loop physical collection kiosks and companion digital app touchpoints to eliminate adoption friction and hygiene concerns.
- Synthesized qualitative customer feedback and operational data into actionable product features, improving accessibility and workflow clarity.

PROFESSIONAL EXPERIENCE

BACKEND MARKETING COORDINATOR

Weiss Ratings | 2024 – 2025

- Optimized lifecycle communications in Salesforce by redesigning user journeys and campaign triggers, increasing engagement by 10% across large-scale user segments.
- Refined audience segmentation strategy using behavioral data, reducing unsubscribe rates and improving targeting precision and relevance.
- Analyzed user behavior with Power BI to identify friction points across digital touchpoints.

CRM MARKETING SPECIALIST

Canon USA | 2023 – 2024

- Led design and launch of a Salesforce B2B platform, improving campaign scalability and reducing workflow inefficiencies across cross-functional teams.
- Spearheaded integration of Movable Ink dynamic content, leading the team in implementing personalized, real-time experiences that increased engagement by 35% and campaign performance by 22%.
- Collaborated with cross-functional teams (marketing, product, engineering) to align user experience improvements with business and performance goals.

EMAIL MARKETING COORDINATOR

Bed Bath & Beyond | 2021 – 2023

- Increased engagement by 15% through iterative UX and content optimization across high-volume email campaigns.
- Designed and optimized personalized user journeys, improving customer experience and driving higher conversion rates across key touchpoints.
- Leveraged data-driven segmentation and behavioral insights to contribute to 11% revenue growth through targeted and optimized campaigns.