

Shannon Mohr

Product & Interaction Designer

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SUMMARY

Master of Interaction Design student with experience designing mobile, interactive, and digital products through UX, systems thinking, and prototyping. Passionate about transforming complex customer problems into, human-centred experiences.

SKILLS

Design

- End-to-End Product Design
- UX/UI & Interaction Design
- Human-Centred Design
- Service & Systems Design
- Design Systems & Interactive Prototyping

Research & Testing

- User Research & Stakeholder Interviews
- Usability Testing & Heuristic Evaluation
- Data-Driven & Customer-Centric Design
- Journey Mapping & Behavioural Insights
- A/B Testing & Iterative Design

Data & Product Thinking

- Product Strategy & Systems Thinking
- Product & Workflow Optimisation
- Metrics, KPI Tracking & User Insights
- AI-Assisted Design Workflows
- Wireframing & Interactive Prototyping

Technical

- Figma, Adobe Creative Suite & GitHub
- HTML, CSS, Python & JavaScript
- Salesforce & CRM Systems
- Power BI
- Quad AI & Agentic coding
- APIs & Integrations

EDUCATION

University of Sydney

2025-Present

Masters of Interaction Design

Roger Williams University

2016-2020

Bachelor of Marketing & Web Development

PROJECTS

CAMPUS REUSABLE CUP SERVICE ECOSYSTEM 2025-2026

University of Sydney · Service Design Project

- Led user research and usability testing to identify barriers in a reusable cup service system, including hygiene concerns, unclear return flows, and low customer adoption across digital and physical experiences
- Redesigned digital and physical service touchpoints to improve usability, workflow clarity, accessibility, and overall customer engagement through human-centred design methodologies
- Synthesized qualitative user insights and behavioural data into actionable service design improvements across app interactions, return stations, and operational workflows

TACTILE WELLNESS INTERACTION SYSTEM 2025-2026

University of Sydney · Interaction Design Project

- Led design and prototyping of a tactile wellness product designed to reduce anxiety through handheld interaction and adaptive feedback
- Conducted user interviews, journey mapping, and iterative usability testing to refine emotional interaction flows and ergonomic design
- Developed interactive prototypes using Figma, Python, 3D printing, and AI-assisted workflows
- Collaborated across design and technical workflows to translate behavioural insights into intuitive, responsive user experiences

WORK EXPERIENCE

BACKEND MARKETING COORDINATOR 2024-2025

Weiss Ratings

- 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 2023-2024

Canon USA

- 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 2021-2023

Bed Bath & Beyond

- 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