

DAVID SHUEY

design | marketing | ux | digital | storytelling | writing | research | management

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Marketing and communications have been my expertise for 20+ years. Design and writing are my lifelong passion.

TECHNICAL SKILLS

DESIGN: Advanced use of Figma, Miro, Adobe Creative Cloud, Photoshop, Illustrator, After Effects, XD, Sketch

UX, WEB & MULTIMEDIA: CSS, HTML, SLDS (Salesforce), Camtasia, Adobe Premiere, Dreamweaver, Axure

DIGITAL & SOCIAL MEDIA: Wordpress, UserZoom, Drupal, Instagram, YouTube, Snapchat, Typepad, Medium

AUDIO/VISUAL: Digital photography (SLR), digital video (Sony, Canon GL1), audio editing/recording/mixing

G SUITE & WINDOWS OFFICE EXPERT: Google Apps, Google Analytics, Word, Excel, PowerPoint, Access

ADDITIONAL SKILLS: Dovetail, Confluence, NationBuilder, Jira, DevOps (ADO), Zoom, Teams, Slack, Keynote

EXPERIENCE

GENERAL MOTORS — Chicago, IL + Warren, MI + Austin, TX (Mar 2023 - current)

UX Content Designer & Writer

- **UX Writer: UX Writer:** [Lead writer in the Ecommerce department](#) responsible for converting customers into buyers through clear, clean, and consistent copy. More than a million site visitors view GM's mobile, desktop, and in-vehicle content on a monthly basis. Pages includes everything from OnStar digital downloads ([Super Cruise](#), [OnStar Guardian](#), [Premium](#)) to the accessories and parts store (GM Genuine Parts and ACDelco).
 - ▶ Part of human-centered CX Design Studio partnered with UX designers, researchers, and craft-oriented writers
 - ▶ Delivered content across all channels within GM digital product domain that measurably increased ROI
 - ▶ Implement user experience guidelines that are in line with brand, voice, and tone at General Motors
 - ▶ Lead story and project development in agile framework in alignment with customer needs and business goals
 - ▶ Work closely with legal reviewers and marketing partners to improve traffic and conversion rates in ecommerce

AETNA (A CVS HEALTH COMPANY) — Chicago, IL + Wellesley, MA (Mar 2022 - Jan 2023)

UX Content Strategist & Writer

- **UX Content Designer:** [Owner of content for enrollment and global features](#) for Aetna's leading edge digital product, "Shop, Buy, Enroll." Agile product built by a 150-person team successfully launched on-schedule May 2022, guiding users nationwide through a Medicare insurance shopping experience. Direct-to-consumer platform [AetnaMedicare.com](#) reached 500,000+ customers and enrolled thousands of members by Nov 2022.
 - ▶ Provide concise digital content in close collaboration with UX designers, researchers, and developers
 - ▶ Responsible for content review, quality assurance (QA), UX writing, microcopy, and A/B copy testing
 - ▶ Aligned CVS Health brand standards, designing content for simplest user flow for older Medicare audience
 - ▶ Expanded WCAG accessibility for omnichannel save the sale and Medicare Advantage (Part C) application
 - ▶ Led partnerships with compliance and marketing review team ensuring federal CMS requirements met

MEMORIAL SLOAN KETTERING CANCER CENTER — Chicago, IL + New York City, NY (July 2021 - Feb 2022)

UX Content Strategist & Writer

- **Lead UX Content Specialist:** [Spearheaded new content strategy](#) as part of collaborative UX Design Team at Memorial Sloan Kettering (MSK), one of the top two cancer centers in the U.S. with 20,000 employees.
 - ▶ Aligned MSK voice, tone, and language for a new design system utilizing UX tools Figma, Miro, and Dovetail
 - ▶ Built foundational bridge to marketing & communications division, ensuring brand alignment on all products
 - ▶ Led content strategy in daily stand-ups and remote meetings with skills in UX writing, microcopy, and SEO
 - ▶ Enterprise-level needs met to make user experience easier and more intuitive for patients and staff alike

SALESFORCE — Chicago, IL + San Francisco, CA (May 2020 - Nov 2020)

UX Writer & Project Manager

- **Technical Writer & Strategist:** Orchestrated the build of systems design learning modules for the Salesforce Lightning Design System as part of new [User Experience Designer certification](#) successfully launched in 2021.
 - Managed and met key deadlines with editors, illustrators, and experts for [Systems Design Trailhead](#)
 - Research-intensive [agile development project](#) included writing copy, mockups, and strategizing content
 - Eagle-eye for detail and creative partnership with UX designers and engineers fulfilled key job requirement

UNIVERSITY of ILLINOIS at CHICAGO (UIC) — Chicago, IL (June 2004 - June 2019; Feb 2020 - July 2021)

Designer & Researcher for UIC College of Nursing (2004-2019) & Department of Medicine (2020-2021)

- **Art Director & Graphic Designer:** Spearheaded popular [brand identity redesign for UIC College of Nursing](#). Implemented new UIC logo system and color guidelines. Pioneered first-ever cohesive image campaign for college. Facilitated successful rollout of tools to 200+ faculty and staff. Managed interns and programmers.
- **Promotional Branding & Marketing Expert:** Launched new design elements for NIH federally funded [acupuncture \\$2 million study for women's vulvar pain](#) (vulvodynia), including graphics for Chicago CTA ads, flyers, YouTube videos and website. Carefully crafted train ads increased the number of women participants.
- **Media Specialist & User Experience Designer:** Led mockup, wireframe, and multimedia build (audio, video, animation) of government funded online course and intervention, [CHOICES: Sickle Cell & Parenting Options](#).
- **College of Nursing Web Manager:** Utilized Cascading Style Sheets (CSS), HTML, and IT ticket system.
- **Writer & Editor:** Collaborator in [29 co-authored studies and presentations](#). Assisted in data analysis and gathering research findings for manuscript submissions in healthcare. Wrote social media and website copy.
- **Multimedia & Course Developer:** [Designed bilingual and multimedia content](#) for \$1.9 million [PCORI grant](#). Directed and outputted video for online streaming and [designed palliative care courses](#). Stayed under budget.
- **Research Specialist:** Achieved rigorous goal of recruiting 300+ participants in 4-year National Institutes of Health R01 [\\$3 million epigenetic study for sickle cell phenotypic pain](#) (2014-2019).

ORGANICA DESIGN for NURSING CONSULT llc (eNURSING llc) — Seattle, WA (Sept 2003 - Sept 2004)

Creative Consultant for PAINReportIt software and TNEEL American Psychological Association (APA)

- **User Interface Designer:** Designed innovative American Psychological Association [e-learning website](#).
- **Art Director:** [Created branding for eNURSING](#) evidence-based electronic tools for patient-centered health care. Worked closely with principals who are national experts in palliative care and pain management.
- **Project Manager & Graphic Designer:** [Lead on concept, design, and execution of all visual materials](#), including software and packaging. Designed 10' x 8' conference trade booth (my second). Kept costs low.

COMMUNICATIONS & MARKETING EXPERIENCE (1996 – 2003)

UNIVERSITY of WASHINGTON (UW) — Seattle, WA (Mar 2001 - Apr 2003)

Content Editor & Designer for End-of-Life Care TNEEL Project at UW School of Nursing

- **Lead Content Specialist for TNEEL Team:** Finalized easy-to-access, teacher/learner-friendly content for CD-ROM titled [Toolkit for Nursing Excellence at End of Life Transition](#). Created 1000+ individual slides (.ppt).
- **Graphic Designer:** [Art direction of all collateral marketing](#). Editing and screenwriting for educational and multimedia material. Develop premier online course ([TNEEL SS](#)) to deliver TNEEL end-of-life content for continuing education (CE) credit. Using: Photoshop, Illustrator, InDesign, Premiere, ACID (audio), PowerPoint.
- **Successful Nationwide Marketing Campaign:** Creative marketing strategy – including designing innovative brochure/poster/order form mailer – led to shipping of 10,000 CD-ROMs to all U.S. nursing schools, hospitals, clinical agencies, and healthcare institutions. Funded by \$1.6 million Robert Wood Johnson Foundation grant.

YOUTH THEATRE NORTHWEST — Mercer Island, WA (May 1999 - July 2000)

Public Relations & Marketing Director

- **Description:** Department head of youth theatre outside Seattle. [Developed all creative content](#).
- **PR Specialist:** Wrote [press releases](#) for six plays. Record attendance for inaugural show, “Fiddler on the Roof.”

- **Creative Director:** Image campaign for both print (direct mailers, advertisements) and web (youththeatre.org).
- **Key Accomplishment:** Surpassed all-time registration record for Summer 2000 camps and classes (375+ students) via targeted online and direct mail marketing with “playful” brochures and messaging.

INTIMAN THEATRE — Seattle, WA (May 1998 - Dec 1998)
Sales & Marketing Associate

- **Description:** Seasonal creative position at Seattle Center theatre and [handled all graphics in-house](#).
- **Ad Placement Manager:** Coordinate \$70,000+ annual print budget. Sold-out last production, “Black Nativity.”
- **Promotions Manager & Copywriter:** Barnes & Noble promos; ads in Seattle Times and Seattle Weekly.

INTERNATIONAL SOCIETY for TECHNOLOGY in EDUCATION (ISTE) — Eugene, OR (Aug 1996 - May 1998)
Interim Director of Marketing & Membership Services
(Sept 1997 - Feb 1998)

- **Description:** 4-month temporary position as head of marketing at largest worldwide ed-tech society (iste.org) after the sudden departure of my mentor. Expanded marketing efforts and increased membership by tapping into ISTE's Organization Affiliate network that reached 50,000 people in education and technology.
- **Marketing Manager:** Developed independently all marketing, design, and copy for international conference (Tel•Ed '97 in Austin & Mexico City): Advance and Final Program, ads, press releases, and “guerrilla” flyers.

Marketing Assistant
(Aug 1996 - Aug 1997; Feb 1998 - May 1998)

- **Description:** Creative writer, graphic designer, and membership services rep in four-person marketing team.
- **Copywriter, PR Liaison & Designer:** [Successfully rebranded ISTE](#), including international conference (Tel•Ed '97 & '98), print ads, and online. Rebuilt relationships and networked with 40+ tech leaders and organizations.

FREELANCE DESIGN & COPYWRITING EXPERIENCE (AQUENT, 2000 – 2001)

OBSIDIAN TECHNOLOGIES — Eugene, OR (Sept 2000 - Apr 2001)
Web Developer, Copywriter & Brand Strategist: Rebuilt website on contract for first supervisor's private company (also my current reference). Produced telephony industry marketing collateral and data sheets.

NORDSTROM.COM — Seattle, WA (July 2000 - Aug 2000)
Production Artist: Efficient document building for Winter 2000 Catalog templates.

SGW CREATIVE — Mercer Island, WA (July 2000 - Aug 2000)
Production Artist: Duties include prepress, preflight and graphic design. Prepared client ready documents for Seattle-area advertising agency using Freehand, Photoshop, Fireworks.

QWEST (now CenturyLink) — Seattle, WA (Dec 2000 - Jan 2001)
Copywriter: Specialized in branding and trademark issues re-editing web pages in preparation of FCC review.

RECREATIONAL EQUIPMENT, INC. (REI) — Kent, WA (Dec 2000 - Jan 2001)
Production Artist: Localization design in Japanese language with focus on document building. Designs used in Tokyo REI store in Japan (since closed). Print production on Japanese team using QuarkXpress, Photoshop.

INTELLIPREP TECHNOLOGIES — Bellevue, WA (Feb 2001)
Editor & Copywriter: Edit 10+ web pages in 24 hours (intelliprep.com). Made technical copy into readable copy.

VOLUNTEER

- **FIGMENT ARTS EVENT (2013-2016):** [Communications Director](#), handled all press material, marketing and graphics. Utilized Customer Relationship Management (CRM) software tools [NationBuilder](#) and [Salesforce](#).
- **THE ARTS OF LIFE ASSOCIATE BOARD (2013-2017):** [Fundraising and outreach promotions](#) for nonprofit serving Chicago area artists with developmental disabilities. Developed branding, graphic design, and copy.

PROFESSIONAL SKILLS

- **20+ years creative experience** in strategic planning and [executing advertising concepts](#) in key markets
- **Manage budgets & people:** Forecast and [develop marketing and communication strategies](#) collaboratively
- **Tested leader & listener** with support staff, department heads, IT, developers, and outside creative teams
- **Data visualization, analysis & management:** Ancillary manager of statisticians, students, and programmers
- **Customer Relationship Management (Salesforce, NationBuilder)** and Search Engine Optimization (SEO)
- **User Experience (UX) and User Interface (UI) design expertise**, from [online courses](#) to consumer websites
- **Wireframing & mockup experience:** Web applications, [e-learning sites](#), and evidence-based interventions
- **Copywriting & editing:** [Advertising, web, and promotional copy](#); [technical writing](#); higher education content
- **Strong interpersonal, sales & storytelling skills:** Extroverted “people person” who works cross-culturally
- **Problem solver & energetic thinker:** Able to learn quickly, comprehend objectives, and “run with it”

EDUCATION

UNIVERSITY of OREGON — Eugene, OR

Bachelor of Science, double major:

School of Journalism and Communication (Advertising) and College of Arts & Sciences (Sociology)

REFERENCES

- Three past supervisors' contact information and letters of recommendation available [here](#) or upon request.

SAMPLES

- Go [here](#) or to [my portfolio](#) for samples of my [graphic design](#), [video](#), [animation](#), and [writing](#). Or go to [LinkedIn](#).