

# DAVID SHUEY

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

[LinkedIn](#) | portfolio: [davidshuey.space](#) | [cv](#) | 773.682.8483 | [organica.design@gmail.com](mailto:organica.design@gmail.com)

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

## RECENT WRITING & UX EXPERIENCE

**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 human-centered 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 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 (part-time)

- **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

## DIGITAL & HEALTHCARE DESIGN EXPERIENCE

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

Designer, Writer & Researcher for UIC College of Nursing (2004-19) & Department of Medicine (2020-21)

- **KEY SKILLS GAINED:**
  - ▶ **Copywriting & editing:** [Advertising, web, technical, and promotional writing](#) + healthcare content
  - ▶ **Project management:** Forecast + [develop user and communication strategies](#) in collaborative teams
- **Media Specialist & User Experience (UX) Designer:** Led multimedia build ([wireframing](#), audio, video, animation) of government funded online course and intervention, [CHOICES: Sickle Cell & Parenting Options](#).
- **Art Director & Graphic Designer:** Spearheaded popular [brand identity redesign for UIC College of Nursing](#). Implemented new UIC logo system and color guidelines. Managed interns and programmers.
- **Video & 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.

**ORGANICA DESIGN for NURSING CONSULT IIc (eNURSING IIc)** — Seattle, WA (Sept 2003 - Sept 2004)  
Creative Consultant for eNURSING's PAINReportIt software launch and TNEEL APA Online Course

- **User Interface (UI) Designer:** Built innovative American Psychological Association (APA) [e-learning website](#).
- **Tutorial Instructor:** [Led technical workshop tutorials for TNEEL](#) across the U.S. Wrote step-by-step manuals.
- **Project Manager, Technical Writer & Graphic Designer:** [Lead on concept, design, and execution of all visual materials](#). Wrote all technical copy for software instructions, as well as in-depth tutorials for multimedia.

## COMMUNICATIONS & MARKETING EXPERIENCE

**UNIVERSITY of WASHINGTON (UW)** — Seattle, WA (Mar 2001 - Apr 2003)  
Content Editor & Designer for End-of-Life Care TNEEL Project

- **Writer & UX Designer:** [Art direction of all collateral marketing](#). Edited and wrote scripts for educational and multimedia material. Develop premier online course ([TNEEL SS](#)) to deliver user-friendly end-of-life content.
- **Successful Nationwide Marketing Campaign:** Creative marketing strategy – including designing innovative brochure/mailed/order form – led to shipping of 10,000 CD-ROMs to all U.S. nursing schools + more locations.

**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.”
- **Key Department Head Accomplishment:** Surpassed all-time registration record for Summer 2000 camps and classes (375+ students) via targeted online and [direct mail marketing with “playful” visuals and verbiage](#).

**OBSIDIAN TECHNOLOGIES** — Eugene, OR (Sept 2000 - Apr 2001)

- **Copywriter, Developer & Brand Strategist:** Rebuilt website and produced telephony marketing collateral.

**SGW CREATIVE** — Mercer Island, WA (July 2000 - Aug 2000)

- **Production Artist:** Prepared client ready documents for Seattle-area advertising agency.

**RECREATIONAL EQUIPMENT, INC. (REI)** — Kent, WA (Dec 2000 - Jan 2001)

- **Production Artist:** Localization design using QuarkXPress in Japanese language for Tokyo store.

## VOLUNTEER

- **FIGMENT ARTS EVENT (2013-2016):** [Communications Director](#), handled all press material, marketing, SEO, and graphics. Utilized Customer Relationship Management (CRM) 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.

## TECHNICAL SKILLS

**DESIGN:** Advanced use of Adobe Creative Cloud, Photoshop, Illustrator, After Effects, Figma, Miro, 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, Sony Sound Forge, Zoom, Teams, Slack, Keynote

## EDUCATION

**UNIVERSITY of OREGON** — Eugene, OR, **Bachelor of Science, double major:**  
School of Journalism and Communication (Advertising) and College of Arts & Sciences (Sociology)