

DAVID SHUEY

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

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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 - present)
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.
 - ▶ Responsible for content review, quality assurance (QA), UX writing, microcopy, and A/B copy testing
 - ▶ Provide digital content of varying fidelity in close collaboration with UX product designers and developers
 - ▶ Aligned CVS Health brand standards, designing content for simplest user flow for older Medicare audience
 - ▶ Collaborated with 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 llc (eNURSING llc) — 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/mailer/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: Facebook, YouTube, Instagram, Twitter, Snapchat, Wordpress, 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, NationBuilder, Sony Sound Forge, Zoom, Teams, Webex, 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)