

SHOKAI SINCLAIR

UX/UI designer, with a passion for marketing and climate activism

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RELEVANT EXPERIENCE

User experience designer (freelance), airloom.space, 2016–present (Denver, CO)

- Conducted a usability, SEO, and accessibility audit for NPR member station KALW and implemented all of the design and branding changes for the website's relaunch
- Served as lead UX designer facilitating Dreaming Spaces — a design sprint that brings artists and builders together to reinvision cultural spaces to be safer and more resilient
- Designed and developed a robust Wordpress + WooCommerce site for NC Handmade — with the functionality of automatically calculating and paying sales tax, shipping, and vendor commissions
- Conducted user research research and created an annotated prototype and design system for a Wordpress website redesign that allowed the Illinois Stewardship Alliance to better connect with farmers, eaters, and organizational partners
- Designed and developed a mobile-responsive website for TurnOut, connecting LGBTQ+ volunteers and nonprofits

Marketing and communications director, Shotgun Players, 2017–2019 (Berkeley, CA)

- Organized and led audience surveys and interviews, which clarified the benefits of being a subscriber, solved the biggest pain points for patrons, and achieved organizational alignment on top UX priorities
- Developed marketing strategy led to record-breaking year-end donations, new subscriptions, and a 3-month sold-out run of Tom Waits' *The Black Rider*
- Redesigned the Shotgun Players website (shotgunplayers.org) to be accessible and mobile-responsive, resulting in a 13% increase in website users and a 2% increase in online sales within the first year

TOOLS

Adobe Creative Suite •
Airtable • Figma • Google Analytics • InVision • Miro • OptimalSort • Sketch • Slack • Trello • Typeform • Wordpress • Xd • Zeplin • Zoom

SKILLS

affinity mapping • animation • art direction • branding and identity • card sorting • competitive analysis • content marketing • usability testing • copywriting • CSS • customer journey mapping • editing • group facilitation • heuristic evaluations • HTML • ideation methodologies • marketing strategy • presenting/ pitching • user flows • survey design • video production • visual design • wireframing/ prototyping

EDUCATION

General Assembly

UX design intensive, 2020

San Francisco Art Institute

BA in urban studies, 2010

TRAINING

Pathways to Equity

Design justice fellowship, 2021

Director of marketing and communications, Jewish Federation of the East Bay and the Jewish Community Foundation, 2014–2016 (Berkeley, CA)

- Created and implemented the organization's first integrated marketing plan which included an organizational rebrand, redevelopment of the website, and content strategy for the annual fundraising campaign
- Supervised the marketing team and promoted design thinking and collaboration with senior staff and board members

Office manager, Golden Gate Audubon Society, 2014–2015 (Berkeley, CA)

- Managed the organization's budget, payroll, accounting, and audits
- Led the administrative volunteer team
- Developed a system for syncing the Golden Gate Audubon Society's membership data with National Audubon Society's membership data

Operations manager, Museum of Performance + Design, 2011–2012 (San Francisco, CA)

- Managed the museum's budget, payroll, accounting, and audits
- Maintained the museum's exhibitions, website, and newsletter
- Responded to donations with timely acknowledgement letters

Assistant director, Art for Healing, 2004–2007 (San Francisco, CA)

- Created a database of more than 2,000 donated works of art
- Coordinated the placement of more than 1,000 works of art in hospitals, clinics, and other healthcare facilities
- Designed a virtual reality gallery in Second Life that allowed users to engage in the collection online