

SHAUNA CHEATHAM

EXPERIENCE

CONTACT

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SKILLS

User Research
Interaction Design
Information Architecture
User-Centered Design
Heuristic Evaluation
Usability Testing
Prototyping
Design Systems
Web Design
Design Thinking
Wireframing
Business Analysis
Competitive Analysis
Site Map
User Interviewing
Product Design
Feature Prioritization
Alignment & Grid
Data Analysis
Agile Development
Graphic Design
Brand Design
Responsive Design
Accessible Design
A/B Testing
Feature Prioritization
User Interviewing

SOFTWARE

Figma | Adobe XD | Sketch | Python | CSS |
Invision | Balsamiq | HTML | Javascript |
Adobe Photoshop | Google Analytics |
Google Tag Manager

CERTIFICATIONS

Azure AI Fundamentals (AI-900)
Agile User Experience Design & Research
Becoming an AI-First Product Leader
CSS Essential Training
HTML Essential Training
JavaScript for Web Designers
User Experience for Web Design
Figma for UX Design
Figma: Handing Off to Developers
Systems Thinking for Product Designers
UX Deep Dive: Analyzing Data
UX Deep Dive: Mapping
UX Design: Implementation & Planning
UX Foundations: Interaction Design
UX Foundations: Multidevice Design
Design Thinking
UX Research Methods: Interviewing
Front-End Development Badge
Salesforce Essential Training

VP OF MARKETING & PATIENT EXPERIENCE

January 2025 - Present

CoreViva

- Lead the intersection of marketing, design, and product experience, overseeing brand strategy, UX design, and patient communication across all digital and in-person touchpoints
- Implemented CoreViva's design system, ensuring visual consistency, scalability, and accessibility across web, print, and digital materials
- Optimized landing pages and patient portal interfaces to improve usability, streamline booking, and enhance the end-to-end patient experience
- Designed and wrote copy for marketing assets (social media graphics, brochures, banners, and one-pagers) that effectively communicated clinical insights to patients and physicians
- Utilized analytics tools (Google Analytics, HubSpot, Meta Business Suite) to inform design priorities, track engagement, and optimize conversion funnels
- Developed the go-to-market launch strategy across B2C and physician referral channels, integrating design thinking and data-driven marketing to drive adoption

UX/INTERACTION DESIGNER

December 2023 - June 2024

United Airlines

(6-month contract)

- Led the redesign of United's partner ads, resulting in a 238% increase in click-through rates
- Conducted A/B testing and utilized website analytics to evaluate ad redesign effectiveness
- Modernized over a dozen website pages, improving readability, accessibility, brand consistency, and engagement
- Visualized ideas using various design tools for rapid ideation
- Initiated innovation based on research, analysis, and competitive reviews
- Identified user needs and business requirements to inform design approach
- Ensured digital touchpoints aligned with United's UX and brand standards
- Developed intuitive, engaging interactions for consistent customer experience
- Drove design of navigation schemes, patterns, and templates for products
- Created low/high fidelity interactive prototypes in a rapid, collaborative process
- Presented design work to UX team, product team, and executives for feedback
- Communicated effectively with stakeholders throughout the design process
- Provided guidance and mentorship to junior designers; collaborated with cross-functional teams

FREELANCE DESIGNER

May 2019 - Present

Collaborated with startups and organizations across industries, including generative AI, ed-tech, supply chain management, social media, nonprofit, and community engagement

- Designed and launched web and mobile app experiences that prioritized usability, accessibility, and brand differentiation, using human-centered design principles
- Partnered directly with CEOs, founders, and software developers to define scope, manage timelines, and lead end-to-end product development using Agile methodologies
- Delivered research-driven designs and scalable UI systems that improved user engagement, conversion rates, and overall business impact across multiple verticals

PRODUCT & WEB DESIGNER, CMO

November 2022 - December 2023

RheoHero Sports Braces

- Developed intuitive, usable, and engaging interactions and visual designs for the RheoHero mobile application using Figma
- Designed and developed RheoHero's website using user-centered design principles, achieving a 15% website sales conversion rate, 233% increase in site sessions, 134% increase in unique visitors, and 101% increase in average session duration
- Proactively reviewed, refined, and recommended new user experience concepts across multiple web pages and mobile interfaces
- Created the company logo, brand design, and style guide
- Designed social media graphics and templates

DESIGNER, CMO

October 2020 - January 2025

Soulo (Aging in Place Personal Care Products)

- Oversaw the company rebrand and logo creation, ensuring consistency across all digital touchpoints
- Designed and implemented direct email marketing campaigns and flows to increase waitlist conversions, achieving 100% of Q4 product sales goal
- Develop and execute marketing strategy and Soulo Nail Trimmer product launch plan
- Plan and execute paid marketing campaigns (Google Search Ads, Meta Business Ads)
- Managed and optimized user acquisition campaigns, reaching website conversion goals and increasing yr/yr website traffic by 26%

UX DESIGNER, MARKETING LEAD

September 2020 - November 2022

Hopscotch (Pediatric Mental Health Platform)

- Designed parent-facing website content pages with Figma
- Redesigned the Hopscotch Family App to increase engagement, accessibility, usability, and brand alignment
- Interviewed clinicians to write articles for the Hopscotch blog
- Created demo videos and promotional graphics using Adobe Premiere, Canva, and Figma
- Managed paid marketing channels (Google Display Ads, Google Search Ads, and Meta Business Manager), increasing MoM conversions by 511% and MoM revenue by 834%
- Exceeded quarterly conversion goal by 134% and increased monthly sessions by 130%
- Collaborated with the Editorial Director to create and execute content strategy, increasing MoM website traffic by 21%
- Developed consumer marketing strategy to support company initiatives
- Managed social media channels, achieving a 3,000% increase in social media following
- Organized and designed marketing materials for events and conferences
- Created and voiced product walk-through videos and tutorials to increase consumer retention

EDUCATION

CORNELL UNIVERSITY, Ithaca, NY

2016 - 2019

Bachelor of Science in Industrial & Labor Relations

Ann S. Bowers College of Computing & Information Science

Courses:

- Human-Computer Interaction
- Advanced Human-Computer Interaction
- Short Course in Python
- Cornell "Hack Our Campus" Hackathon Team Lead, UX Designer, and UX Researcher