

# Allie Shaw

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## SUMMARY

Experienced UX Lead with over 17 years of expertise across design, information architecture, prototyping, user research, and strategic analysis for Marriott International.

A versatile "UX Swiss Army knife," Allie Shaw has successfully led large-scale design systems and digital experiences at Marriott International, spanning brand, loyalty, and group products. Her multidisciplinary approach ensures users seamlessly navigate their journeys, while her leadership fosters collaboration across global, Agile teams.

Recently, Allie has focused on the impact of AI on UX design and its applications within the hospitality industry.

## KEY SKILLS

- UX Leadership & Strategy
- Design Systems Development & Stewardship
- Cross-functional Team Collaboration
- Agile Methodology
- Information Architecture & Prototyping
- User Research & Testing
- UX, UI & Visual Design
- Mentorship & Team Development

## AWARDS

HSMIA Adrian Award Recipient

MarCom Creative Award Recipient

International Davey Award Recipient

## EDUCATION

### UX Certification (2020)

Nielsen Norman Group UX Certificate

### Master of Fine Arts Visual Communications

The George Washington University

### Bachelor of Arts Graphic Design Bachelor of Arts Advertising

The Pennsylvania State University

## PROFESSIONAL EXPERIENCE

### MARRIOTT INTERNATIONAL *(October 2006 – Present)*

#### KEY PROJECTS & LEADERSHIP ROLES

- **Design Systems Leadership:** Led multiple iterations of Marriott's Design Systems, establishing foundational principles and technical specifications. Collaborated with global product teams, guiding them in adopting digital standards, globalization, and cross-channel design considerations.
- **Aries Platform – UX Lead and SME:** Spearheaded the development of components for the Presentation Management (XM) tool, collaborating with local and global Agile teams. Ensured seamless design system integration across product teams, advising on design standards and global implications.
- **Anita Platform – UX Lead and SME:** Directed the design of the Anita Framework Components, shaping Marriott.com's first responsive web pages. Collaborated with product teams on art direction, visual design, and functional specs, while mentoring UX designers transitioning from the legacy framework.
- **Unification Projects:** Led key unification projects, including the Marriott & Starwood Merger and Marriott Rewards Loyalty Program, driving the integration of UX, visual design, and prototyping efforts to create cohesive digital experiences.

#### UX ROLES & RESPONSIBILITIES

- **UX Lead Designer & Visual Designer:** Directed visual and UI design for high-impact initiatives, including prototyping for user testing and overseeing the design of strategic collateral for Marriott Rewards.
- **Information Architect:** Developed and applied IA strategies to unify complex user experiences across multiple platforms. Key projects include The Ritz-Carlton AEM Migration and the Marriott Bonvoy Loyalty Program.
- **User Researcher:** Conducted user research studies to gather actionable insights and drive UX enhancements, focusing on app and web booking flows and nomenclature.
- **Project Manager:** Managed production of the Marriott Rewards Newsletter, ensuring on-time delivery and translation into seven languages.

#### LEADERSHIP, MANAGEMENT, MENTORSHIP

- Mentored and guided multiple UX team members, helping them achieve significant career milestones.
- Led by example during high-pressure projects, maintaining performance and fostering team cohesion to achieve shared goals.
- Strong communicator and collaborator, building trust with cross-functional teams.