

# Allie Shaw

ART DIRECTOR  
SENIOR UX LEAD DESIGNER  
GRAPHIC DESIGNER  
INFORMATION ARCHITECT  
PROJECT MANAGER

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## SUMMARY

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I am an accomplished Senior UX Lead Designer and Art Director with more than 20 years of award-winning UX / graphic design experience for major corporations, non-profits and NGOs. With a client list including major brands such as **Marriott International, the American Red Cross, and the Motley Fool**, my work has earned accolades from the Adrian Awards, MarCom Creative Awards, and the International Davey Awards. I am known for my ability to manage multiple projects, work under tight budgets and deadlines, proactively identify and solve issues, and experience in the fields of digital, ecommerce, web, mobile, print, and packaging.

## SKILLS

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Adobe Creative Cloud (Acrobat, Illustrator, InDesign, Photoshop) • Agile Frameworks (Scrum, Lean Agile, and Scaled SAFe) • Axure • Concepting • Confluence • Convio • CSS • Exhibit Design • GitHub • HTML • InVision • JavaScript • JIRA • Joomla • Keynote • Microsoft (Excel, Power Point, Word) • Printing and Production • Prototyper • Sketch • Zeplin

## AWARDS

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HSMIA Adrian Award  
MarCom Creative Awards  
International Davey Awards

## EDUCATION

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**M.F.A. / Visual Communications**  
The George Washington University  
**B.A. / Graphic Design**  
**B.A. / Advertising**  
The Pennsylvania State University

## PROFESSIONAL EXPERIENCE

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### MARRIOTT INTERNATIONAL

#### UX Lead / Art Director / Information Architect (April 2019 – Present)

As the Information Architect, my work includes:

- NGOP IA Flow for the initial phase of redesigned deals and offers platform. Integrated existing systems with new systems developed for the new platform.
- UX / SME for the two frameworks for Marriott.com

#### UX Lead / Art Director (Mar 2014 – April 2019)

As the UX Lead / Art Director, my work includes:

- Three major product unification efforts (Shop and Book 2.0, Group 2.0, Legacy 2.0) for Marriott / Starwood Integration; managed and executed each in a collaborative (both local and global) environment with aggressive timelines to ensure and maintain a sleek and uniform presence
- A core role in the agile development team tasked with the delivery of Marriott's Reimagined Architecture project, multi-year strategic re-platforming initiative for Marriott.com – an eCommerce channel that generated \$12.1 billion in gross revenue in 2015
- Designing the Presentation Management (XM) tool – the building blocks to author a page, use RAM tiles, and content integration using WEM
- The ANITA framework for Marriott.com, the responsive content system; working hand-in-hand with partner agencies, internal design, and technical teams
- UX subject matter expert and prototyper for ANITA and ARIES frameworks; steward for Marriott Digital Standards team, advising in digital standards, globalization, loyalty, and cross-channel implications

#### UX Art Director (Jan 2010 – Mar 2014)

As the UX Art Director in the eCommerce Digital Team, I was responsible for:

- The design, layout, and coding of various projects for Marriott.com and its domains to accurately reflect Marriott International and its brands
- Ensuring adherence to design and information architecture standards, as well as providing design specifications for each project

#### Art Director/Project Manager (Oct 2006 – Dec 2009)

Key roles at Marriott International include:

- Senior Art Director/Project Manager in the Marriott Creative Agency – I created strategic collateral and adhered to brand strategy and guidelines in electronic and print media for Marriott Rewards (newsletters, member Elite program brochures, email templates, web banners, multimedia presentations and other electronic promotions)
- Project Manager (two years), providing timely management and ensuring translations into seven languages for Marriott Rewards Newsletters

### DAXSTUDIOZ.COM

#### Creative Director (1994 – Present)

Founder and Creative Director of a design studio serving the Washington D.C., Metropolitan area  
Clients Include: Global Rights, Inova Health System, The American Red Cross of the National Capital Area, The Motley Fool, The Pennsylvania State University