

# SHANE DUDFIELD

## PRODUCT DESIGNER

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### WORK EXPERIENCE

#### Splice • Senior Product Designer

NEW YORK • 2020 - PRESENT

- Designed admin tools for internal catalog and merchandising teams to ingest and publish content on splice.com, fully utilizing design system components.
- Developed long-term content lifecycle strategy with PM and business stakeholders.
- Redesigned core sounds pages (accounting for 70% of traffic) on splice.com to achieve consistent user experience with desktop application, and unlock ability to efficiently deliver new features and assets to users.

#### The Orchard (Sony Music) • Senior Product Designer

NEW YORK • 2019 - 2020

- Led design approach for cross-product workflows empowering music labels, artists, podcasters and internal teams to distribute audio and video releases, manage catalog content and contributor information.
- Managed and mentored two product designers.
- Led UX and design perspective in cross-functional effort to build a modular suite of applications, utilizing React design system as a foundation.
- Partnered with data and innovation teams to conceptualize and strategically deliver trending track notifications and insights to music labels.

#### The Orchard (Sony Music) • Product Designer

NEW YORK • 2016 - 2019

- Designed end-to-end workflows for label-facing tools enabling the distribution of audio and video products, capturing sound recording metadata and resolving copyright conflicts with third parties.
- Coordinated design sprint involving cross-organisational stakeholders to define long term vision for how labels and artists manage their catalogs.
- Conducted internal interviews across organization to capture workflows, audit internal tools and identify opportunities to improve the customer experience.
- Implemented in-app tools to capture contextual product feedback from users

#### YouNow • Product Designer

NEW YORK • 2015 - 2016

- Led user research initiatives for this live-streaming platform. Conducted interviews and facilitated synthesis process in collaboration with data and product team.
- Delivered user personas, user journeys and presented key research insights to leadership team to inform product strategy.
- Conducted contextual inquiries with stakeholders to streamline work flows and improve internal admin tools, including live-stream content moderation.
- Designed testable prototypes and conducted card-sorting exercises to inform and validate Broadcaster Analytics product feature.

#### BBC Technologies • Product Design & Marketing

NEW ZEALAND • 2006 - 2015

- Designed suite of Touchscreen User Interfaces for blueberry and cherry sorting and packing technology. Led on-site user research and usability testing in packing facilities.
- Led execution global rebranding campaign for this New-Zealand based leader in horticultural technology. Coordinated and produced marketing collateral including websites, tradeshow exhibitions, product catalogs and promotional videos.

### EXPERTISE

#### KEY SKILLS

Design Strategy  
UX Design  
UI Design  
Interaction Design  
Content Workflows and Tools  
Design Communication  
DesignOps  
User Research  
Usability Testing

#### SOFTWARE & TOOLS

Sketch  
Invision  
Zeplin  
Adobe Creative Suite  
HTML/CSS  
Framer  
Figma  
Flinto

### EDUCATION

#### General Assembly NYC

User Experience Design Immersive  
2015

#### University of Waikato

Bachelor of Communication Studies  
Double Major - Marketing and Media  
2006