# shysta bynum

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🌐 www.shystabynum.com

## education

**Masters in Human-Computer Interaction + Design**
**University of Washington**

SEATTLE, WA

**Bachelor of Fine Arts in Visual Communication Design**
**University of Kansas**

LAWRENCE, KS • UNIVERSITY HONORS PROGRAM

## work experience

### Senior UX Designer • *AccessHope*

REMOTE, USA • NOV 2023 - PRESENT

**DIGITAL EXPERIENCES FOR CANCER PATIENTS, CAREGIVERS AND ONCOLOGISTS**

- Directed WCAG compliant user experience for digital member portal for cancer patients and caregivers used by Forbes 500 clients to provide cancer support and resources
- Increased member engagement and retention through redesign of complex medical record collection forms and form status tracker
- Conducted user tests with varied audiences to ensure resource accessibility, including Medicare and Medicaid populations
- Led designs for user experience and user interface for a digital portal used by oncologists and medical support staff
- Collaborated cross-functionally with clinical staff, stakeholders and oncologists to create a digital system to deliver cancer treatment reports and speed up medical records procurement

### UX Designer • *Concentrix*

SEATTLE, WA • SEP 2021 - AUGUST 2022

**HEALTH AND WELLNESS APPLICATION FOR APPLE WATCH**

- Designed user experience and user interfaces for health and wellness application in partnership with Apple Inc. for first responders for apple watch, iPhone and desktop application
- Led reviews with stakeholders to collaborate on application vision, mission and design
- Established and documented design systems for the application
- Created data visualizations of law enforcement officers' health data including sleep, activity, exercise and mental health
- Led UX research and conducted interviews and surveys with the San Diego Sheriff's Department

**USER EXPERIENCE CONSULTING FOR HEALTHCARE AND TECHNOLOGY COMPANIES**

- Conducted UX research for companies transitioning to cloud-based SaaS platforms and health tech
- Managed development of UX heuristic evaluations for Microsoft365 SMB acquisition
- Led user testing and UX design for workforce management software in the healthcare industry

### UX Designer • *Brand New Box*

LAWRENCE, KS • SEP 2019 - MAY 2020

**DESIGNED DESKTOP APPLICATION FOR SOFTWARE ENGINEERS TO CHECK THE HEALTH AND CODE STATUS OF THEIR RUNNING APPLICATIONS**

- Mapped complex information architecture to display and categorize code based on health status
- Collaborated with engineering team to deliver high fidelity end-to-end application designs for development

### UX Designer • *Hill's Pet Nutrition*

LAWRENCE, KS • AUG 2018 - AUG 2019

**REDESIGNED UX AND UI FOR VETRAX: SMART DOG COLLAR AND MOBILE APPLICATION**

- Designed end-to-end user experience for client to relaunch mobile app for advanced behavior monitoring
- Generated creative data visualization to simplify delivery of dog's activity and to analyze patterns to identify deficiencies and disease