# Shannon Boesch

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## EDUCATION

**Arizona State University,** College of Integrative Sciences and Arts and Ira A. Fulton Schools of Engineering      **May 2024**
**MS User Experience**      **GPA 4.0**
**Arizona State University,** Ira A. Fulton Schools of Engineering & the College of Liberal Arts and Sciences
**B.S. Human System Engineering (User Experience); B.S. Sociology; Technological Entrepreneurship and Management Minor**
*Awards*: New American University's Provost Award | The College of Liberal Arts and Sciences Dean's List (Fall 2019 - Spring 2023) | Ira A. Fulton Schools of Engineering Dean's List (Fall 2020 - Spring 2023) | National Society of Collegiate Scholars (NSCS)

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## WORK EXPERIENCE

**EdPlus**      *Scottsdale, AZ*
Immersive Product Design Assistant      *March 2022 - Present*
- ❖ Deliver eye-catching 3D experiences though user interface design, motion graphics, and 3D Model animation
- ❖ Design and produce high-quality AR,VR, Simulation, and Game Design prototype components
- ❖ Edit, publish, and manage company-wide repository of videos on user experience, data analytics, and design

Research Project Aide      *March 2021 - March 2022*
- ❖ Collected qualitative and quantitative data via participant observation, conducted interviews, and questionnaires
- ❖ Coded qualitative responses and executed data analysis of survey and related educational data and data visualization
- ❖ Expanded knowledge of ASU's Dreamscape Learn Virtual and Augmented Reality platform through pilot testing

**Apple Inc.**      *Cupertino, CA*
Motion Design Intern      *May 2023 - August 2023*
- ❖ Created captivating animation designs for various Apple products to communicate helpful tips to users
- ❖ Collaborated with designers, engineers, and writers on a new design and animation initiative for the Tips App
- ❖ Delivered finalized animations for the iOS 17 Navigate Your iPhone Tips collection to executives

**TTEC Holdings, Inc.**      *Denver, CO*
Virtual Reality Leadership Development Intern      *May 2022 - August 2022*
- ❖ Operationalized VR in a business context, from product management review to UX, human factors, and financials.
- ❖ Conducted cross-functional research of 15+ departments to uncovered possible areas ready for VR implementation
- ❖ Worked on future-state journey mapping and developed a tactical project plan to implement Virtual Reality

**LARVOL**      *Tempe, AZ*
Virtual Reality Summer Intern      *March 2021 - October 2021*
- ❖ Created and implemented an HR onboarding packet to streamline training of company VR programs and services
- ❖ Researched the capabilities of current VR platforms and technology to hold events for larger groups of attendees
- ❖ Explored ways to integrate virtual reality into everyday business cycles across multiple VR platforms

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## LEADERSHIP DEVELOPMENT

**Software Development Association**      *Tempe, AZ*
Marketing Director      November 2022 - May 2023
- ❖ Led a team to ensure seamless coordination and collaboration to uphold consistent branding across channels
- ❖ Spearheaded the creation of visually appealing marketing collateral to effectively represent the association's mission
- ❖ Organized and managed design timelines for promotional materials, including posters, stickers, shirts, and banners

Graphic Designer      April 2022 - November 2022
- ❖ Increase the club's main social platform of engagement account size by 29% since taking ownership
- ❖ Revitalize social media presence by redesigning social media templates and implementing a new brand design
- ❖ Design and update social media platforms to promote workshops, hackathons, and company sponsorships

**Ira A. Fulton Schools of Engineering**      *Mesa, AZ*
Teaching Assistant for Introduction to Web Authoring      *August 2022 - December 2022*
- ❖ Introduce students to GitHub, Visual Studio Code, and each program's corresponding terminology and commands
- ❖ Demonstrate HTML5 basics to create Web pages and CSS techniques for positioning Web page elements
- ❖ Clarify the process of website development and how to apply recommended web design and accessibility practices

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**Skills:** Figma, Adobe XD, Photoshop, After Effects, Premiere Pro, VS Code, GitHub, HTML, CSS, Canva, Proto.io, Microsoft Office
**Interests:** Reading, Video games, Traveling, Singing, Chess, Coding, Writing