

who?

SHELTON DAVIS

address

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url www.designcannon.com

followed associations_

IDSA, IxDA, Medical Device Link, Human Factors and Ergonomics, PDMA, TED, WSJ, FastCompany, UX Magazine, Nielson/Norman

skill set_

user experience design
web programming
pdf tagging for JAWS use
information architecture
MUI & GUI layout and design
human centered testing
discussion groups
airport people watcher
ethnographic research
omnigraffiti
Illustrator
photoshop
indesign
icon generation
ADA & Section 508 design
Ease-of-Use design standards
rapid digital prototyping
physical prototyping
sketching
2D laser cutting and etching
microsoft office
sketch-up
formZ
solidworks
dreamweaver
sustainability & green design
digital photography
branding & advertising
marketing & sales
some flash, rhino, & autocad
+ some bike riding!

objective_

To obtain a position where I can utilize my knowledge in human factors, industrial design, and user experience design in order to create more efficient products and processes that reduce costs and increase usability.

experience_

Experience

User Experience Researcher & Designer

Design Cannon LLC Atlanta, Georgia | August 2007 - present

- Researched smartphone touchscreen usability issues with the Shepherd Center's Wireless RERC
- Consulting CATEA (Georgia Tech) & Sunrise Medical on the design of a dynamic wheelchair system for individuals with cerebral palsy
- Created a user scenarios in order to design and prototype medical walker designs

Graduate Research Assistant : Human Factors Industrial Designer

Georgia Tech Research Institute, Atlanta, Georgia | August 2006 - August 2009

- Designed and prototyped user interface displays for Carbon Motors heads-up display, touchscreen center console, and instrument cluster
 - Manual user interfaces(MUI) and graphic user interfaces (GUI) was developed for 95%+ of police officers with the help of 3D modeling and extensive multinational officer population data
 - Tested final MUI's and GUI's with local Atlanta police officers in a full size driving simulator
 - Integrated multiple police systems into the dash mounted touchscreen computer
- Analyzed ethnographic data in order to design 27 different and user centered pool cleaning products for BioLab
 - Created user scenarios in order to implement design objectives for team deliverables
- Built accurate efficiency testing equipment for Tylenol, Aleve, Coca Cola, Southwire and other Fortune 500 companies
- Manufactured gloves that simulate arthritis so that product designers and engineers can better understand manual disabilities
- Created a display case that branded and showcased the Ease of Use product collaboration between GTRI and the Arthritis Foundation at their headquarters in Atlanta, Georgia

Craftsman

Thing Farm LLC Atlanta, Georgia | November 2006 - January 2007

- Processed and laser cut hundreds of wood veneer greeting cards for Coca Cola

Assistant Manager

Enterprise Rent-A-Car Pasadena, California | September 2004 - October 2005

- Managed a satellite branch and was consistently recognized for sales numbers and customer satisfaction in the Los Angeles region

Intern : Customer Insight and Analytics

Zentropy Partners Hollywood, California Summer of 2001 & 2002

- Researched and analyzed the strengths and weaknesses of GM Trucks' website
- Created storyboards for commercials and banner ads for the creative team to work off of

education_

Georgia Institute of Technology, Atlanta, Georgia — Masters of Industrial Design, May 2009

- Masters Project : Touchscreen Interface Usability : What are the fundamentals of designing a more usable touchscreen device?
- I.D.S.A. Student Vice President

University of Southern California, Los Angeles, California - Bachelors of Psychology, May 2003

- Minored in business advertising
- Captain of track and field team, decathlete, All-American, ex-Olympic hopeful 2004

Art Center College of Design, Pasadena, California - Night Industrial Design Classes

awards | accomplishments_

- IDSA Atlanta 24hr Design Charrette Winner : Pizza Box Packaging Design
- Georgia Tech Research Symposium Winner : College of Architecture
- 2 Time Georgia Tech Industrial Design Citizen (2007-2009)

more_

An industrial design portfolio and references are available