

Whitney Shay

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Product Designer

Enterprise SaaS & AI Interfaces · End-to-End UX from Research through Production Code

Professional Experience

Product Designer (UX/UI Designer)

ZoomInfo—2024-2026

- Lead designer on two core LLM-powered product surfaces, Copilot Chat and AI Docs, designing human-AI interaction patterns from discovery through production launch
- Helped establish a token-based design system for AI Docs and extended it to ZoomInfo's agentic MCP chat integration within Salesforce, creating a scalable, responsive foundation across breakpoints for visual design, interaction patterns, and component architecture
- Resolved 12 critical usability issues within 3 months as part of a cross-functional tiger team, including redesigning complex CSV import mapping workflows for enterprise datasets to reduce friction and improve efficiency
- Contributed code directly to production repositories using Claude Code, VSCode, and GitHub
- Consistently rated Exceeds Expectations managing feedback loops with VP, Director, and Principal-level stakeholders across international time zones
- Planned and executed moderated and unmoderated user research across three large scale projects using Figma, FigJam, and UserTesting; conducted competitive analysis across 10+ products and built interactive prototypes to validate complex user flows

Visual & UX Designer

Whitney Shay Designs—2023-2024

- Led an end-to-end UX/UI overhaul and established a new brand identity for a music-educator client, spanning a responsive student-facing application, SEO-optimized marketing website, and print collateral
- Designed 54 unique physical merchandise assets (magnets, mugs, puzzles) for Out of Africa Safari Park's Shopify store, delivering retail-ready B2C assets within existing brand guidelines
- Refreshed a musician client's full brand identity: logo, email campaign design, merchandise, and print collateral, plus competitive analysis and web UI optimization
- Adapted Keep A Breast Foundation brand assets to produce and publish a national social media campaign at Agua Studios

Studio Host

Blink UX—2024 (Contract)

- Supported formal UX research session operations including participant intake, studio management, and lab administration at a leading UX research firm for a Meta study

Recording Artist, Performer, and Bandleader

Whitney Shay—2010-Present

- Launched and scaled an independent music business, executing 200–300 events annually across concerts, festivals, and corporate and non-profit fundraisers
- Grew gross revenue 16% over four years post-COVID managing all budgeting, scheduling, and operations while leading 20+ subcontractors
- Toured internationally with placements on NBC, HBO, Hulu, and Disney+, and won 5 San Diego Music Awards including Artist of the Year

Skills

Design

- UX Strategy, Interaction Design, Information Architecture
- Wireframing, Prototyping, Responsive Design
- Typography, UI Design, Brand & Identity
- Design Systems, Accessibility

Research

- User Research, Usability Testing, A/B Testing
- Affinity Mapping, Competitive Analysis

Tools

- Figma, FigJam, Figma Make, VO
- Claude Code, VS Code, GitHub
- Webflow, Jira, UserTesting
- Adobe Illustrator, Adobe InDesign, Adobe Photoshop

Domain

- B2B SaaS, Go-To-Market (GTM) Tooling, Data-Rich Interfaces
- AI-Native Products, Conversational UI, Agentic UX

Education

Associate of Arts: Interaction Design & Graphic Design

San Diego City College—2020-2024

- Highest Honors & Dean's List

Bachelor of Arts: Theatre—Emphasis in Performance

San Diego State University—2006-2008

- Magna Cum Laude

Community Involvement

ZoomInfo Women's Initiative Network (WIN)

Board Member

ZoomInfo Design Culture Crew

Committee Member

San Diego UX Researchers

Event Committee Member

San Diego Experience Design

Event & Production Support

AIGA San Diego

International Design Celebration Production Support

World Design Policy Conference

Volunteer Support