



# Shasta McBride

Senior UX Strategist

- [www.shastamcbride.com](http://www.shastamcbride.com)
- 📞 310-694-7786
- 🌐 [linkedin.com/in/shastamcbride](https://www.linkedin.com/in/shastamcbride)

I am a UX Strategy Lead that applies Design Thinking methodologies to my work. My background is in strategy at a UX agency, strategy and design at a scholar's digital library and B2B digital marketing agency for enterprise clients, and digital marketing. Working in these diverse environments has enabled me to bring my critical thinking, analytical, managerial, and design skills to companies that value the holistic user experience with a focus on growth and retention. ENFJ-A.

## Experience

### UX Strategy Lead

**Non-Profit Adi Da Foundation, 2024 - Present, Bay Area, CA**

- Design thinking strategy and methodology in the design and redesign of nine core websites within the non-profit umbrella while considering the relationship and user-pathways within a larger affiliated ecosystem of websites including educational institutions, e-commerce businesses, a publishing press, and a religious non-profit.
- Design thinking strategy in user research and discovery. Interviewing stakeholders, persona and user journey development; utilizing findings for strategic site mapping, navigation and user flow.
- Content design page-by-page for each website with a core focus on user pathways and conversion points.

### Senior UX Strategist and Designer

**Agency UX, 2024 - Present, Bay Area, CA**

- Redesigning the user experience of a departmental sciences website for a five-college system.
- Design thinking strategy in user research and discovery: utilizing findings for strategic site mapping. Client presentation and iteration.
- Wireframing in Figma, component library development, design system development.

### UX Strategy Lead

**Scholar's Digital Library, 2023 - 2024, Bay Area, CA**

- User research and strategy development: Stakeholder interviews, product strategy, personas, user journeys, navigation, sitemap, template mapping, and user flows.
- Creation of a mid-fidelity digital library website prototype with unique scholarly component, layout, and context requirements for best user experience.

## UX/UI Strategist and Designer

**ROI DNA, 2021 - 2023, San Francisco, CA**

- B2B Digital Marketing Agency with 60+ active clients and 30M in annual revenue.
- Responsible for creating a new system for measuring UX maturity by establishing a process with relevant UX scorecard assessments and benchmarking to measure the ROI from UX efforts.
- Generative UX Research and Strategy with competitive audits, UX teardowns (website analysis), personas, user journeys, navigation & footers, sitemap IA, and template mapping.
- Iterative wireframing and prototyping. UX reviews and collaboration. Creation and use of components, auto layout, UX libraries and design systems.
- Client Presentation on user research and UX designs in iterative sessions.
- Company presentation to 100+ coworkers on UX design.

## Principal, UX Strategy, Design & Marketing

**shastamcbride.com, 2018 - Present, Bay Area, CA**

- Freelance company responsible for planning, creating strategy, delivering and governing digital content including web design, email campaigns, landing page funnels, paid advertising, and social media marketing.

## Extracurricular

- **Writer**, MuseMind UX Agency Blog, 2024

## Education & UX Certification

- **UI Prep**, Design Systems, 2023
- **Nielsen Norman Group**, UXC Certified, 2023
- **UX Content Collective**, UX writing and testing, 2021
- **Interaction Design Foundation**, 2020
- **Lewis & Clark College**, B.A. English Literature

## Business Skills

Design Thinking methodologies  
Client Presentation  
Team leadership  
Product strategy  
Project management  
Customer service  
Stakeholder Interviews  
Relationship building  
Communication/ reports

## UX Design Thinking Skills

Design-based design thinking process  
UX Strategy for UX Maturity  
UX Assessment Scorecard (Heuristic evaluation)  
UX Content Design  
User research (persona/journeys) & User flows  
Competitive audits  
Stakeholder/ User interviews  
Problem statement/ KPI's, value proposition  
Mid/high fidelity prototypes  
Iterative user testing & aggregation

## Tools

Figma  
Relume  
Chat GPT  
Dall-E  
HotJar  
Adobe CS  
Google Drive  
Slack  
Asana  
Zoom