Tim Shanley

<UX, UI & IA Design Director/>

I love making beautiful things work — intelligently. My digital passion is creating logical and efficient site architecture paired with beautiful and engaging experiences. For over 25 years, I've concepted, prototyped, designed and developed websites, web apps, coupled with branding, marketing and business objectives. Whether you're a large corporation or small business, I have the knack for distilling complex problems into elegant solutions. *Let's talk!*

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UX, Web Design & Development Consultant

↳ Shanley Digital | Helena, MT | Oct. 2024 - Present

I provide freelance consultation and design covering UX, website design, branding and SaaS.

Digital Art Director

↳ Marriner Marketing | Remote/Columbia, MD | Jul. 2019 - Oct. 2024

I led a team of designers and developers in IA, prototyping, design and development of websites and marketing. I provided thought-leadership to the agency and clients, bringing UX to the forefront.

Front-End Specialist

↳ Marriner Marketing | Columbia, MD | May 2015 - Jul. 2019

I both designed and developed front-end and back-end systems for websites, marketing emails, banner ads and landing pages. I spearheaded and instituted an agency-wide knowledge base.

Web Designer & Developer

↳ Words & Pictures | Park Ridge, NJ | Nov. 2011 - Mar. 2015

I designed and developed websites, banner ads, landing pages, marketing emails, video storyboards, and animation. I created, built and deployed a bespoke, in-house project management web app.

Multimedia Designer & Developer

↳ CEC / ThyssenKrupp Elevator | Moonachie, NJ | Feb. 2003 - Jun. 2009

I designed and developed web applications for remote hardware monitoring, touch-screens and mobile devices. I designed websites, marketing collateral and interactive demos. I managed servers and telecommunications networks.

Assistant Art Director

↳ Rodman Publishing | Ramsey, NJ | Apr. 2001 - Feb. 2003

I designed trade magazine covers, article graphics, advertising collateral and retouched photos. I led the initiative to bring all monthly publications online and designed and developed their respective websites.

References available upon request.

Apps & Code

Adobe CC (Ps, Dw, Ai, Pr), Axure, CSS/LESS, Figma, GIT, HTML5, MySQL, PHP, Wordpress & more

Certifications

Google Foundations of UX Design
SharpSpring Certified

Skills

Accessibility (ADA WCAG 2.1)
Advertising & Email Campaigns
Branding & Marketing
CMS Coding & Databases
Creative AI Integration
Information Architecture (IA)
Responsive & Mobile Design
Sitemaps, Wireframes, Prototypes
User Experience (UX)
User Interface (UI)
And much more!

Experience

Butterball, BMW, Campbells, Dannon, Cambria, Kramer, Maryland, MINI, Perdue, Sony, TKE, Wachovia, Wyndham & more!