

Shawn Wydra

UX & Systems Designer

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EXPERIENCE

Design System Lead, Pfizer Inc.

May 2023–Present

- Led the design direction for Pfizer’s global design system and team of 5 designers
 - Stood up 22 base components with respective variants for Meraki Design System
 - Constructed framework for multi-brand theming using tokens to optimize design processes to support Pfizer’s 100+ site rebrands
 - Reduced cumulative operating costs \$31M across 1k+ internal and external staff
 - Led 8 education sessions on the design system for clients and partners
 - Reduced time-to-market by approximately 50% and non-content related tasks by 35%
- Led trainings and Q&A session on Figma Variables with 80 designers, developers, and clients
- Designed internal dashboard of 10 data sources across 300+ programs for top execs to make informed portfolio decisions
 - Flattened information architecture to expose critical data
 - Started UI Kit that includes 50+ reusable components and patterns to be leveraged across new modules in the dashboard
- Designed universal cookie consent form patterns for all 100+ brand sites and 65 market sites
- Increased operational efficiency by approximately 30% through reducing file setup time
 - Interviewed with stakeholders and led team-wide workshops
 - Reorganized team template folder and files for heuristic evaluations, wireframing, and hand-off

UX Product Designer, Pfizer Inc.

January 2022–April 2023

- Maintained customer experience focused design system (Helix)
 - Created 12 new components and 3 new pages for Pfizer.com, the company’s flagship site
 - Redesigned Pfizer.com’s search functionality to enable consistent UX
 - Completed user acceptance testing across 66 international markets
- Created directory site for an internal medical affairs team
- Performed heuristic evaluation of three consumer-facing websites according to NNG standards
- Created website for teachers to enroll NYC middle school students into STEM-centered program
- Completed on-site performance testing of app for Pfizer’s new headquarters with other researchers to ascertain urgent UX needs

Visual Designer Co-Op, Pfizer Inc.

April 2019–January 2020

- Expanded and optimized design system for internal projects and external design firms
- Aided in designing registration form for Pfizer consultants at conventions
- Participated in 2 design hackathons with internal departments to create an education center for colleagues
- Filmed and edited highlight reel of user testing for internal job training website
- Created homepage design directly with potential clients in the Business Division

EDUCATION

Maryland Institute College of Art, Baltimore, MD

Master of Professional Studies in User Experience Design

August 2020-December 2021

Cumulative GPA: 3.90

Drexel University, Philadelphia, PA

Bachelor of Science in Graphic Design

September 2016-June 2020

Minor in Fine Arts

Cumulative GPA: 3.74 — Magna Cum Laude

Dean's List, Fall 2016, Spring 2017, Fall 2017, Spring 2018, Fall 2019, Winter 2020, Spring 2020

2nd Place in First Annual Design Hackathon Sponsored by EPAM

SKILLS

Adobe Creative Suite

Acrobat

Animate

Bridge

Illustrator

InDesign

Lightroom

Photoshop

XD

Coding Languages

CSS

HTML

JavaScript

Sass

Applications

Atom

CodeKit

Cyberduck

Figma

GitHub

HotJar

InVision

JIRA

MS Office Suite

Miro

Proto.io

Sketch

Slack

ZeroHeight