

I worked with Shawn at WorldDoc. I currently work there as a Software Architect and Shawn worked there as a Lead Designer.

The software team relied on Shawn for direction in implementing the UI layer. Technically he helped us with things like the finer points of user div tags over tables in HTML, or image sizing, or any number of techniques that often cause developers difficulty.

Along with the tactical, Shawn took an active role in the overall strategy of the company, and incorporated our company's vision into our website's design. Living up to his lead title, Shawn didn't simply wait for directives from the top - he got upper management to think seriously "what kind of company are we? Who are we selling to?" Those seem like simple enough questions, but Shawn posed them at a time when our company was going through a transition and needed to come up with clearly defined answers, otherwise it would be difficult to create an overall vision that reflected a consistent theme.

Shawn spearheaded a site re-design to finally update a layout that pre-dated his arrival to the company. What was great about his approach was that he enlisted the help of anybody in the company that was willing to volunteer, to gather feedback on different styles of layouts, and different variations of the theme that reflected the direction he elicited from management. At WorldDoc "Member Engagement" is a very important metric - the more people we get on the site and actually using the tools we offer, the more we can demonstrate value to our clients, so Shawn in his work came up with some very innovative ways to help us achieve that goal. For example, when having volunteers evaluate one of his designs, he would track and record eye-movement to see what part of the page users were noticing. In addition, he recorded clicks and voice comments to see where people went and what they were thinking when they saw and used the new web page.

Shawn was definitely an asset to the company as a whole, and was a great partner for the developers. On a personal level, he was never too busy to offer us help when we needed it, and interacting with Shawn was always a learning experience. Personally, I wish Shawn still worked at WorldDoc.

I would be happy to answer any questions about working with Shawn at WorldDoc.

Sincerely,

John Hilts  
johnhilts@live.com