

Shane Derek Grush

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Summary

I often think about how fortunate I am. I am one of the few doing what I love for a living. I've lived in the Great Lake State most of my life. Working in both the music & advertising industries has never felt like a job. Both skill sets are deep-rooted passions of mine, and I can't imagine a more exciting time to be doing what I do. I grew up with a strong blue-collar work ethic, and there is no replacement for hard work and doing your research. You may out talent me sometimes, but you will be hard-pressed to outwork me.

Specialties

Design Systems, UI Design, UX Consultant, Creative Direction, Branding, Responsive Design, Storyboards, Location Shoots, Art Direction, CGI Art Direction, Content Creation, Web Design, CSS/HTML, Conceptualization, Social Media, & E-Commerce.

Technical Skills

UI Design, WCAG 2.0 Standards (ADA), UX Best Practices & Opinions, Art Direction (Stills, Practical Footage, & CG), Adobe Creative Cloud (Illustrator, Photoshop, Indesign, XD, Premiere Pro), Sketch, Invision, FIGMA, Prototyping, User Experience Design (UX/UI), Azure, UXPin, HTML, CSS, Wordpress, Keynote, Avid Pro Tools, Sound Design, Sonic Branding, Custom Cue/Songwriting, Sound Engineering, & Mixing Engineer.

Experience

Rightpoint
Chicago, IL

Visual Design Lead (Level II)
Sept 2021 - Oct 2022


Functioning as one of three Visual Design Leads (Level II) at Rightpoint (think Design Director without the title), I managed all designs for Cox Communications & Comcast. The focus of my effort was to create and deliver two robust design systems. The design system was a byproduct of collaboration between two clients on two separate accounts.

Accomplishments

- Led design for two separate designs systems
- Sparked new initiatives to drive design culture within the growing Rightpoint business
- Fostered more department-based connections that led to improving company-wide process

Clients

Cox Communications, Comcast

Apple - Critical Mass (on-site at )
Cupertino, CA

Sr. Designer
March 2021 - Sept 2021

I was recruited by a supplier of Apple, Critical Mass, and hired in as a part of Apple's MARCOM Design team based in Cupertino, CA. My design duties centered around all things Apple.com including the online store (AOS) and native Apple Store app (ASA). My projects focus on two disciplines, the Apple design system as well as working on the Apple retail team — the retail team handles the buy flows and checkout process for all Apple products.

Accomplishments

- In the first few weeks on board I was able to audit Apple's design system and suggest numerous improvements being a "fresh set of eyes" while working on both the design system and project work
- Worked as a lead designer for the majority of Fall 2021 products launches including iPhone 13, iPad, iPad mini, and their accessories
- Initiated multiple process improvements

The State of Michigan
Lansing, MI

Design Director / Design Strategist
June 2019 - Nov 2020

As a part of DTMB (Department of Technology, Management, and Budget) I am currently serving as Design Director with a focus on creating the look and feel of a "one brand" experience and design system for The State of Michigan. This effort will reach well over 8 million users, 127 websites, and 19 State Departments.

Accomplishments

- Pace Award winner for Organizational Relations. Digital Strategy for the Help, Connect, Solve campaign (June 2020)
- Government Experience Awards 2020 Winner - Overall State Government Experience
- Currently leading the design efforts of 12 individuals, and crafting a one brand design system for 127 websites, spanning 19 State Departments

Clients

The State of Michigan, & Governor Gretchen Whitmer

Huge Inc.
Birmingham, MI

Associate Creative Director / Sr. Art Director
April 2018 - July 2018

Huge transforms companies by designing these best-in-class experiences, driven by strong creative and rooted in the technology, data, and organizational strategy required for operational excellence. We combine these capabilities into a single solution, creating unified brand experiences that change industries and foster meaningful relationships with users.

Accomplishments

- Managed multiple product launches from concept through completion
- Lead design team to execute atomic design system for Consumer's Energy
- Reimagined in dealership service experience for Jeep, Chrysler, Dodge including UI/UX for apps, service technicians, and customer front end

Clients

Jeep, Chrysler, Dodge, Consumers Energy

Vectorform
Royal Oak, MI

Associate Creative Director / Sr. Design Director
Oct 2015 - Dec 2015

Vectorform is a platform designed to help organizations invent digital products and customer experiences. With nearly 20 years of tested experience, we help organizations define the future of their business and solve complex problems to build beyond an idea. We offer a specialized perspective that provides momentum for brand innovation and better customer experiences.

Accomplishments

- Managed multiple product launches from concept through completion
- Supervised and inspired the creative team, vendors, and agency partners to deliver on time and within budget
- Formatted and spearheaded a specialized design team that executed Google Glass UX Design, and In-Car Systems for Audi, Mercedes Benz, and FCA

Clients

FCA, Mercedes Benz, Mopar, Google

Team Detroit
Dearborn, MI

Associate Creative Director
July 2007 - Oct 2015

Team Detroit is five international, legendary agencies that individually revolutionized the industry, from creating the world's first television commercial to unleashing the energy of direct response, melded into one seamless powerhouse dedicated to the tirelessly serving our clients.

Accomplishments

- Supervised and inspired the creative team, vendors, and agency partners to deliver on time and within budget
- Formulated strategic Ford Credit creative direction for North America that will be distributed as a global responsive template in 2015
- Participated on a specialized design team that executed Ford.com responsive site design across all vehicle nameplates and segments

Clients

Ford Motor Company, Lincoln Motor Company

Education

University of Michigan – Flint
Flint, MI
Associate Degree, Finance

Berklee College of Music
Boston, MA
Bachelor Degree - MP&E Major

Certifications / Groups

AIGA
313 Digital

Languages

English
French

Honors and Awards

I don't really put stock into awards. Instead I put stock into people, and not items that collect dust on a shelf. I have the great honor to collaborate on teams that have won awards such as:

Pace Award for Organizational Relations
The Lester Wunderman Award
D Show Awards
Gold Effie Awards
Gold Addy
FWA SOTD

I believe the work is our footprint, not our feet.