

Sheila Christian

Google, Interaction designer

July 2019 – March 2023

UX lead for Nitrate, YouTube's messaging system which is viewed by billions of people worldwide on a daily basis and includes 20+ formats across home and watch pages on web, iOS, Android, television, and mobile web

- Designed the Statement Banner on the home page of YouTube in 2020 based on a timely, strategic initiative from the CEO to better serve localized COVID guidance, support for Black Lives Matter, and tips to help users spot misinformation online. Received director-level spot bonus for my contribution.
- Designed the Living Room Masthead format, which resulted in a +2.1% increase in YouTube TV signups
- Maintained the Nitrate Catalog, which is referenced by dozens of marketers using Nitrate. Received multiple peer bonuses for my improvements.

Salesforce, Lead product designer

May 2016 – July 2019

- Led the end-to-end design of several new features on iOS and Android for the Field Service Lightning product, which was fastest growing product in Salesforce history
- Designed and supported the implementation of an app on iOS and Android that was used by sales engineers to showcase features of the Snap-Ins Mobile SDK
- Contributed to team success and culture for Service Cloud UX, which grew from 5 to 20+ people. Created a system to celebrate everyone's birthdays, onboarded new designers, maintained the component library, created template decks, led workshops, and managed a summer intern.

AppMesh, Product designer

Oct 2014 – Jan 2016

- Designed, prototyped, and user-tested end-to-end features for an iOS app that allowed sales representatives to manage their personal sales data. My projects included redesigning the onboarding flow, improving the IA of Settings, and designing a sharing flow.

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ABOUT

I'm an interaction designer in the San Francisco Bay Area with 10+ years of experience maintaining complex design systems and leading the end-to-end design of new features for web and mobile products at both B2B and B2C companies.

EDUCATION

Carnegie Mellon University, 2012–2013
Masters of Human-Computer Interaction

University of Virginia, 2007–2011
BA in Computer Science
BA in Cognitive Science

SKILLS

Design tools

Figma, Sketch, Procreate, Adobe Creative Suite (Illustrator, InDesign, After Effects, Premiere), SketchUp, 3ds Max, Flinto, Framer, Principle, pen and paper

User research

Contextual inquiry, interviews, think-aloud usability testing, surveys, A/B testing, competitive audit, user flows

UX methods

Participatory design, design sprints, brainstorming, sketching, wireframing, affinity diagramming, storyboards, heuristic evaluation, accessibility review

Code

HTML, CSS, Javascript, Java, Git, MATLAB, xCode, Android Studio, Agile development