

Shannon Lard

Hartsville, South Carolina, United States

Product Designer / UX Designer

EMAIL

shannon.lard.73@gmail.com

LINKEDIN

<https://www.linkedin.com/in/shannon-lard-ux-design>

PORTFOLIO

<https://shannonlard.com>

Summary

Product and UX designer focused on turning messy workflows into clear, usable digital experiences. Brings hands-on experience with Figma, user flows, prototypes, shipped responsive web products, internal workflow tools, AI-assisted design and development, user feedback, accessibility awareness, and operational problem-solving.

Core Skills

- Product Design
- Workflow UX
- Prototyping
- User Interviews
- Accessibility Awareness
- UX Design
- User Flows
- Figma
- Usability Testing
- Design Systems
- UI Design
- Wireframing
- User Research
- Responsive Web Design
- Process Improvement

Tooling

Figma, Claude, Claude Code, ChatGPT, Cursor, GitHub Copilot, Microsoft Copilot, React, Node.js, JavaScript, SQLite, HubSpot, Render, Playwright, JSON-LD, CCC One, Excel

Experience

2025 - PRESENT

UX Designer (Personal & Freelance Projects)

Freelance / Self-Directed (Remote)

- Designed and shipped responsive web experiences with attention to mobile usability, structured content, accessible interaction patterns, and clear information hierarchy.
- Used Figma to create wireframes, prototypes, user flows, and high-fidelity screens for product concepts and portfolio work.
- Conducted user interviews and recorded mobile usability sessions, then translated feedback into navigation, homepage, sharing, and listing improvements.
- Applied AI-assisted design and development workflows to move quickly from concept to working product while staying grounded in usability and implementation constraints.

JANUARY 2021 - PRESENT

Total Loss Valuations Customer Service Specialist

CCC Intelligent Solutions (Hartsville, South Carolina, United States)

- Identified workflow pain points in a complex insurance-technology environment and designed clearer user flows and internal tools to improve speed, accuracy, and usability in valuation processes.
- Built HTML-based workflow tools with AI-assisted development support to replace slow Excel and PDF lookup processes, including equipment adjustment pages, office ID lookup, and a searchable motorcycle model database.
- Translated ambiguous operational needs into practical workflow improvements for high-volume valuation review, customer support, and vehicle-configuration tasks.
- Designed and prototyped UDEX, a Figma concept for real-time document exchange, request tracking, and clearer communication between insurance agents and customer service teams.

Education

Bachelor of Arts, Foreign Language (Spanish)

Radford University

Google UX Design Professional Certificate, UX Design

Coursera

Certifications

- **Google UX Design Specialization:** Google (2025)
- **Google UX Design Professional Certificate:** Coursera