

SHAWN TALVACCHIA

Product Designer · Strategy, Systems, and Working Demos

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SUMMARY

Product designer who works end to end, from research and strategy through design systems. My design arrives as working proof: drivable demos rich enough to test with real users, and specs an engineering team can build from. Most recently a pre-launch community platform; before that, sole designer on a B2B AI risk-intelligence platform, from discovery to MVP.

EXPERIENCE

Doggo — Founding Product Designer

Nov 2025 – Present

Community platform for dog owners in Prague — pre-launch, currently in user validation

- Defined the product model (a community-to-care trust system, bookable services with automated quoting, and a shelter volunteering program) in a documented spec system that governs all build work.
- Designed it end to end and built it as a working demo: a Next.js / TypeScript / Tailwind CSS application with 75+ routes on a token-based design system of 180+ components.
- Turned it into a research instrument — seven personas and three guided walkthrough journeys — now carrying user-validation interviews with dog owners, trainers, and shelters in Prague (owner interviews underway).
- Engineered an AI-assisted development workflow (Claude, with phase-based planning, walkthrough reviews, and living documentation) that carried the entire build solo across four months.

Designlab — Design Educator & Curriculum Developer (Freelance)

Oct 2022 – Present

UX education platform

- Built a 27-part Figma video curriculum (160+ minutes) in under five weeks — learning objectives, scripts, demo assets, screencasts, and edit — now part of the UX Academy curriculum.
- Run Figma workshops and open hours since 2022: three weekly drop-ins, one-on-ones, a monthly live demo.

Saladista — Designer & Developer (Contract)

Nov 2025 – Apr 2026

Custom Shopify e-commerce build for a salad-delivery business

- Designed and built the store from concept to launch, then trained the owner through handoff and post-launch support.
- Replaced a manually tracked membership program with an automated store-credit system (custom Liquid) that remains in production use.
- Built a multi-tier product customizer and a weekly meal-plan builder, with bilingual (English/Vietnamese) storefront support.

Semantic Visions — UX/UI Designer (Contract)

Jan 2024 – Aug 2025

B2B AI risk-intelligence company (large-scale news analysis)

- Sole designer on the company's first SaaS product, taking it from concept to a test-ready MVP that turns an analyst-report service into a self-serve client platform.
- Designed the core dashboards, report-building flows, and product-led-growth features in close iteration with product management, engineering, and executive stakeholders.
- Established the design system and component library used to carry the product into development.

Peace Pie — UX Designer (Contract)

Jun 2023 – Nov 2023

- Led a full redesign of the brand's Shopify storefront; custom-coded sections (Liquid/CSS) and produced marketing assets.

Vietnam Australia International School — Primary Teacher

Nov 2014 – Nov 2021

- Seven years of classroom teaching; designed technology-enhanced learning activities and assessments.

SKILLS

Design: Product design, UX/UI design, design systems, design tokens, interaction design, prototyping, user research, usability testing, information architecture, Figma (advanced)

Prototypes in: Next.js, React, TypeScript, Tailwind CSS · **Also hands-on:** Shopify (Liquid), HTML/CSS, JavaScript, Git

AI & workflow: AI-assisted development (Claude Code), prompt engineering, spec-driven agentic workflows

Communication: Video tutorials (Descript), instructional design, workshop facilitation, mentoring

EDUCATION & CERTIFICATES

UX Academy Certificate — Designlab	2022
Full-Stack Web Development Certificate — CoderSchool	2019
MicroMasters, Instructional Design & Technology — University of Maryland (edX)	2019
BA, Philosophy — Stockton University	2010