



Shannon Soper

SENIOR PRODUCT DESIGNER (UX/UI)

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Research-driven Senior Product Designer specializing in developer tools and growth-stage products. Track record of activation and conversion improvements. Experienced in building design practices at early-stage companies and proactively collaborating with developers and product leaders.

EXPERIENCE

Senior Product Designer | 2024 - 2025 |  Trunk.io

- **Led end-to-end design of Flaky Test Detection onboarding**, partnering with PM to balance user needs against beta constraints
- **Resolved critical usability barrier in Quarantining feature** through AI-enhanced prototyping, tested with 5 users
- **Established cross-functional research practice** by facilitating usability sessions with engineering and PM as observers
- **Audited and expanded design system**, designing documented components that became the foundation for a product initiative

Product Designer | 2021 - 2023 |  Postman

- **Drove 4% activation lift** by redesigning onboarding, validating through user testing and A/B testing against existing design
- **Increased paid conversion 12%** through checkout flow redesign, identifying and resolving top customer friction point
- **Grew team research practice** by mentoring 4 designers and creating interview templates that became team standards

Product Designer | 2018 - 2021 |  Gatsby

- **Redesigned Gatsby Cloud onboarding and dashboard for commercial launch**, validating production-ready flows through testing with 5 users
- **Accelerated plugin ecosystem growth from 51 to 3,000+ plugins** by increasing plugin visibility and elevating community contribution as a high-prestige activity
- **Improved first-time user experience** in the Gatsby Tutorial after running in-person usability testing with 20 developers
- **Top contributor to Gatsby repo** for several months

SKILLS


Wireframing | Prototyping | Usability testing | User research | UX Design | UI Design | Information architecture | User flows | Design thinking | Interaction design | Stakeholder management | Inclusive design

APPS


Figma | Claude Code | GitHub | VS Code | Userinterviews.com

EDUCATION


UX Design Certificate | 2017

 Devmountain

MA in English: Rhetoric | 2015

 Brigham Young University

BA in English Literature | 2012

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