

# Siobhan Duran

## Product Designer

[www.siobhanduran.com](http://www.siobhanduran.com)  
siobhan.duran@gmail.com  
805.295.9441  
Portland, OR

[in /siobhanduran](https://www.linkedin.com/company/siobhanduran)  
[@ /siobhanduran](https://www.instagram.com/siobhanduran)

### Professional Experience

#### QAD / Senior Product Designer / UX Team Lead

JAN 2020 – PRESENT

- Lead Designer on a centralized UX team for a global ERP and Supply Chain software company, establishing the design system across the product suite of 15+ applications
- Designing enterprise software solutions for complex business flows, administrative functions, and mobile apps through all stages of the design process: user research, brainstorming & ideation, storyboarding, wireframing, usability testing, and low/high-fidelity prototyping
- UX Team lead tasked with managing team members work loads, prioritizing projects, and developing roadmaps and long term strategy
- Project Lead for the new ERP UI spearheaded by the UX team
- Project Lead for the 2023 QAD company rebrand including collaboration with marketing for design strategy and rollout and coordinated brand design updates for 15+ applications in the QAD product suite
- UX Liaison for all 15 product teams consulting on UX design standards & patterns, product design reviews, and customer usability feedback
- Project Lead for QAD Assistant, a cross product QAD AI solution that will empower our users to make informed decisions quickly
- Acted as Project Manager/Owner for projects spanning 6 scrum agile development teams to coordinate work, documentation, and release complete, end-to-end business solutions
- Conducted user research sessions and designed solutions for the ERP security permissions that resulted in direct usability wins for our customers
- Prepared product launch and training programs for new features
- Presented design work for Founder, Leadership, and Stakeholders to review

#### Santa Barbara City College / Adjunct Instructor

AUG 2016 – DEC 2018

- Taught a course part-time on Kitchen and Bathroom design and prepared lectures, training materials and exams
- Communicated complex and technical concepts to students and worked with them on their designs

### Education

#### Springboard / Certificate – UX

2020

#### Cal Poly Pomona / M.Arch

2009

#### UC Berkeley / B.A. – Architecture

1998

### Skills

User Flows	Information Architecture
Wireframes	Project Management
Mockups	3D
User Testing	Animation
Storyboards	Training
Complex Problem Solving	Business Systems
Communication	Storytelling

### Tools

Figma	Adobe Photoshop
Axure	Adobe Illustrator
Confluence	Adobe InDesign
Jira	3DS Max
Revit	Rhino
AutoCAD	Sketchup

### Licenses

**Licensed Architect** / State of California

2014

License Number: C34726

## Experience cont.

### **KBZ / Project Architect**

AUG 2016 – MAY 2018

- Worked with County of Santa Barbara on the design of a new fire station and several schools in the Santa Barbara area
- Presented Fire Station designs to over 100 community members as well as local city council members
- Completed 3d models and presentation renderings

### **Winick Architects / Project Architect**

2013 – 2016

- Completed design and construction management of an \$8 million dollar home in Carpinteria, CA
- Designed and managed the 15,000 sq. ft. Louis Vuitton Global Store in Honolulu, Hawaii
- Collaborated with Structural, Electrical, and Mechanical Engineers to solve technical issues

### **Gigante AG / Designer**

2011 – 2013

- Worked as Project Manager at a Design/Build firm for clients such as Anne Hathaway and Zooey Deschanel
- Met and corresponded daily with Contractor, Interior Designers, clients, and sub-contractors
- Managed work designation for the projects, including hiring and scheduling sub-contractors
- Designed and issued detailed drawings and 3d models for custom features of the home

### **Plasis Design & Fabrication / Project Coordinator**

WINTER 2011

- Managed work designation for the projects and coordinated with the lead designer to make sure project came in on time and stayed within our limited budget
- Selected construction materials and finishes and oversaw purchase and delivery to site
- Worked with CNC and laser cutters to fabricate installation pieces

### **IMO1 / 3D Modeler/Animator**

SUMMER 2009

- Worked as a team to develop dozens of 3d models and animations for marketing purposes for the Beverly Connection Center Mall in Los Angeles, CA.
- Created detailed finished renderings of the completed 3d models for use at the mall in AutoCAD and 3ds Max

## Courses & Certifications

**PMC Level 1 / Pragmatic Institute**

2016

**Crafting Visual Stories / The Presentation Co.**

2021

**Procore Certification / Procore Technologies**

2019