

Tools

UX / UI :

Figma WebGL
FigJam Three.js
Sora Blender
Gemini 3.1

Design :

Photoshop After Effects
InDesign Logic
After Effects Unreal Engine 5

AI :

Claude API CLI HuggingFace
Kaggle arXiv
Cloudflare GitHub
AWS SWE Bench

The Workflow :

AI Orchestration
Custom CLI API Integration
Agentic Architecture
Benchmarking / Eval
Research to Production

The Stack :

Motion Design Sound Design
Cybersecurity Game Design
AI Engineering Advertising

Case Study

Meta (12 Year Case Study)

Facebook as an OS

UI for AR and VR, 2010-2022, New York, NY

When Steve Jobs acquired Pixar, I had the ah-ha moment that lead to innovating for the next evolution of media (a phone for your face, with an animated interface). When Zuckerberg acquired Palmer Lucky's Oculus, I was already designing for Smart Glasses. Attending Microsoft's VR University, Epic Games taught us how to use gaming engines to design for AR and VR. I began creating an interactive 3D interface for how Facebook would function as an operating system, and as a second life for learning.

Experience

Shane Graffiti Inc.

Founder & CEO, June 2022 – Present | New York, NY

- Brand Mission: Founded a queer clothing brand and multimedia house dedicated to creating massive media visibility, building community capital, and empowering underrepresented demographics.
- AI Behavioral Architecture: Built bespoke profiling systems using NLP, reinforcement learning, and adversarial testing; designed Trauma Informed Therapist LLM trained and fine tuned in Kaggle for real-time behavioral adaptation, optimizing the F1-score by 75% for high-context, multi-turn adversarial interactions. By focusing on "extended verbosity," I trained the system to maintain contextual memory over massive token windows. It doesn't just flag isolated bad words; it analyzes the syntactic structure and behavioral progression of a conversation to catch gaslighting, manipulation, or escalating hostility.
- Smart Glasses & AR Systems: Architected a multi-layered hardware UX integrating AR, AI-driven abuse detection, and real-time crisis management; built modular cybersecurity protocols that cut threat detection response times by 50%.
- Cybersecurity & Data Engineering: Engineered intuitive, non-technical UI for real-time intrusion detection systems (IDS/IPS); pioneered data parsing pipelines capable of categorizing millions of documents for legal and ML training sets.
- Spatial & Game Design: Developed immersive, gamified UI/UX systems utilizing Unreal Engine and VR environments, driving a 30% increase in user adoption rates.
- Creative & Multimedia Direction: Hands-on execution across full-scale fashion design, art direction, lighting, scriptwriting, and post-production (photography, videography, audio/sound design, and motion graphics).

Skills

- User Interface Design
- User Experience Design
- Interaction Design
- Content Gamification
- Video Studio
- Brand Identity
- Advertising
- Graphic Design
- Copywriting
- Sound Engineering
- Fashion Design

Tasks & Responsibilities:

- Led end-to-end UX/UI redesign of the global B2B ad sales analytics suite, translating complex data into highly usable, scannable dashboards for global brands.
- Pioneered AI-driven brand safety UI, architecting workflows for multimodal models (Computer Vision/audio spectrograms) to detect weapons, inappropriate text, and audio anomalies.
- Designed intuitive interfaces for NLP & Machine Learning, specifically mapping Named Entity Recognition to automatically flag inappropriate brands, people, or locations in ad transcripts.
- Spearheaded global user research (user interviews, personas, journey mapping) to refactor the UX architecture, aligning design milestones directly with stakeholder KPIs.
- Mentored junior designers on advanced Figma workflows and upskilled cross-functional engineering/creative teams on real-time AI advancements

Shopify / Stay AI

Merchant Data Analytics App, (Shopify subsidiary)

Senior UX / UI Product Designer, June 2022 - Present, New York, NY

Tasks & Responsibilities

- Led end-to-end UX/UI architecture from concept to deployment, defining the visual identity, design systems, and cross-channel user communication strategy.
- Pioneered analytics-driven subscription models, utilizing merchant data insights to optimize user flows that maximized customer retention and lifetime value (LTV)
- Analyzed e-commerce marketing trends and user behavior to test, iterate, and refine high-conversion interfaces across performance marketing channels.
- Partnered directly with engineering teams from conception to launch, ruthlessly prioritizing product backlogs and competing technical requirements to ensure on-time deployments.
- Established content partnership frameworks and cross-functional processes, scaling the app's ecosystem and market footprint.

Education

Google Developer Group

Augmented Reality – (2017-2019)

VR University Microsoft

Game and Interactive Media Design – (2015 – 2017)

Columbus College of Art & Design

BFA: Advertising & Graphic Design – (2006 – 2010)

What are my relevant experiences (and philosophy) for UX / UI & product design?

At the end of the day, it's about holding the mantle for the vision of each company, while making sure the work aligns with helping the business grow. Using technology, and innovation to promote merchant to consumer retention and lifetime value through interactive UI/UX design. Specifically in the realm of product design, gamification, and web3. I have countless notebooks full of ideation and here are some overall thoughts I think really could apply to this position:

Uniqueness & Value

I have over 10 years of experience in advertising, graphic design, copywriting, and understanding the overall customer experience. I'm passionate about keeping my hand on the pulse of cutting edge innovation, design and technology. I enjoy predicting and understanding what direction emerging media will take form in next, to maximize the capabilities of my designs. I have always been fascinated by obsolescence, how new becomes old, and it's affected how I design and see the world. By questioning everything, it eventually leads to accurately predicting future trajectories of technology based on data, analytics, shifts in culture, shifts in needs, and a deep understanding of form and function. As media evolves the experience is enhanced, and because of that we have the opportunity to consciously design our lives and our futures, using content that moves the human race forward. If we

design intentionally, technology can make us smarter, more self aware, prepared, and evolved as a society. I apply this same design thinking to all my work. Since graduating college in 2010, I have been plugging away at how to turn the merchant to consumer experience into a video game. Through attending VR University at Microsoft in Times Square, and Google Developer Group Hackathons at Google in Tribeca, I learned how to use Unity and Unreal Engine with Google Cardboard, Oculus developer kits, and then finally the consumer versions of Oculus, HTC Vive, and Google Daydream. All this taught me how to make media and design more immersive and engaging, and informs how I approach static and motion work as well.

How to utilize interactive design

When it comes to understanding the consumer, the psychology of learning is as important as the material of the subject you are teaching. Making learning fun promotes memory retention because the more the customer is visually and interactively immersed in the content, the more they're able to absorb and retain the subject matter. You have to make an imprint, if the B2C and even the B2B process is experiential, we turn complex subject matter into a game people can interact with, data becomes more ascertainable, and can be better utilized to meet the needs of the client and merchant using key performance indicators to make abstract concepts easier to relate to. People are willing to learn pretty much anything if you make the journey interesting and relevant

to their culture. Give them what they need, but how they want it.

An effective way to engage consumers is through gamification. Gamification is not game design, it's a process of incorporating the mechanics of games into non-game products. A way to do this is through meaningful play, the goal is not to enforce gamification into meaningless scenarios but give a goal or a quest that gives a sense of purpose. The rules should be clearly laid down so the merchant or consumer knows what needs to be done to attain a reward. Rewards should represent meaningful outcomes or achievements, which empowers the customer with a feeling of accomplishment. An example is: scoring a silver badge next to your login, to signify the level of rewards achieved, and a dashboard loaded with unlocked special features, leveling up is incentivized by hosting leader boards with performance stats. Through this model we can teach consumers how to use our products, increase average order value, drive subscriber growth, maintain retention, reduce churn, and increase lifetime value.

UI elements such as events, actions, and components are animated for a gamified, and entertaining navigation process tailored to their user journey goals. From animated buttons, to page transitions that tell a time-based story about your brands target goals, and process such as sign up, check out, login.

How to design responsible UX / UI for good mental health / hygiene

Mental health and mental hygiene are also crucial to consider when creating, and curating content for users. It is our responsibility as creators of these global vehicles for human connection to trouble shoot ways they can be misused for harm. Knowing how to utilize the data to create visualizations for screentime is key. When designed into digestible infographics, cohort charts and analytics tell a story, making it easier to understand the user, measure and document views, customize data to tailor, and curate content based on their usage path and needs. There are many ways to foster an environment that discourages unhealthy behavior, while promoting more inspiring material.

Brand Equity

When creating products that are global vehicles for human connection, there is a social responsibility that goes along with that, and taking that responsibility seriously especially with protecting the most vulnerable young users translates to long lasting brand equity well into the future.

At its maximum potential I believe websites and apps, augmented and virtual reality could be used by merchants as tools that move the human race forward through empathy and understanding. Our phones are more like entire worlds sitting in our pockets. The playing

field can be evened when everyone has the same amount of access to information and access to perspectives beyond our echo chamber. This can be implemented for brands and brought to the public to create a second life for getting needs met.

How does inclusion and equity show up in my practices?

I am passionate about using technology for the betterment of communities, particularly disenfranchised ones. When I started GTFO Movers, both as a small business owner and art director, I wanted to help the LGBTQIA+ and BIPOC community, a largely untapped demographic, with unmet needs and inadequately/ underrepresented culture. I noticed that both the LGBTQIA+ and BIPOC faced higher rates of verbal and physical assault where they live so I offered non-profit moves helping those fleeing from abuse or discrimination escape from toxic environments when they do not have the means to do so on their own, and offering sliding scale moves for lower income individuals that cannot afford standard moving fees. I built a brand that both embodied their belief systems using a snarky voice that resonated with them, and then backed it up with compassion.

Working as the Lead Product Designer of start-ups Artemys and Ohayo Valley, I also was able to build brand equity around the concept of "helping to save the world one burger at a time". Both are lab grown meat companies

that extract cell cultures from animals, developed in a bioreactor, resulting in your choice of protein prepared any way you'd like it without any harm to the animal, environment, or your conscience. I worked to create a brand identity and voice that embodied conscience and challenged the preconceptions people may have of lab grown meat by grounding everything in social responsibility which deeply resonated with the consumer base. I worked directly with the CSO, Founder, and stakeholders from the inception of bridging the gap between the science, finance, and creative department.

*Thank you for your
time and consideration*

Get in touch at:

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you.



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