




## CONTACT

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 Huntington, WV

## EDUCATION

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### UNIVERSITY OF SOUTHERN CALIFORNIA

Master of Science, Social Entrepreneurship  
Los Angeles, CA  
2019

### UNIVERSITY OF SOUTHERN CALIFORNIA

Bachelor of Arts, Neuroscience  
Minor, Psychology  
Los Angeles, CA  
2017

## SKILLS

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### // PROFESSIONAL

Communication

Creativity

Empathy

Leadership

Project Planning

Problem Solving

Public Speaking

Research

Teamwork

## SUMMARY

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I am a social entrepreneur, product designer, and the founder of Ariana Shives Design, LLC, where I create comprehensive design solutions for emerging startups in various industries. I am passionate about design thinking and user experience and spend time as a mentor and educator at Marshall University.

## EXPERIENCE

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### ENTREPRENEUR IN RESIDENCE

March 2022 – Present

Marshall University iCenter // Huntington, WV

The mission of the iCenter is to inspire entrepreneurship by empowering individuals with the innovation and entrepreneurial knowledge they need to reframe the future of the state and region.

- Co-instructor for Brad D. Smith incubator program, a 3-credit course during fall and spring semesters.
- University and community support and education through iCenter projects and pro-bono subject matter expertise coaching.
- Identification and development of potential partnerships throughout WV and Appalachia.
- Ongoing development of the iCenter website through mentorship of student designers and developers.

### PRODUCT DESIGNER

November 2021 – Present

Ariana Shives Design, LLC // Remote

Leveraging user experience and user-centered design best practices for the development, design, and optimization of unique, efficient, functional UX concepts based on market analysis and user research for clients in various industries.

- *Head of Product Design, Kairos* – 50% of time dedicated to Kairos, a fintech app on a mission to provide financial education and resources to those traditionally left out by financial services.
- End-to-end product design for individuals and companies including brand design, ongoing research and analysis, development of foundational user flows and information architecture, UX and UI design, high-fidelity prototyping, and front-end development.

### OPERATIONS MANAGER

October 2020 – April 2021

GIBLIB // Remote

Dubbed “The Netflix of Medical Education”, GIBLIB hosts the largest library in the world of CME-accredited medical and surgical educational videos for physicians.

- Established, developed, and maintained GIBLIB’s first-ever sales team of 5 employees responsible for institutional sales up to \$500K/deal.
- Engineered and optimized end-to-end B2B sales process.
- Maintained post-sale client relationships including customer success, product evaluation, and annual renewals.
- Tracked and refined sales process using data entered and evaluated in Hubspot and Excel.



## SKILLS cont.

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### // TECHNICAL

Adobe Suite  
AWS  
Figma  
Hubspot  
Microsoft Suite  
Monday & Trello  
QuickBooks & Expensify  
Wix

## ACHIEVEMENTS

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**IRONMAN Arizona**  
November 2019

**USC Dean's List**  
University of Southern California  
2013 - 2019

## VOLUNTEERISM

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**GIRLS ON THE RUN**  
Los Angeles, CA / Raleigh, NC  
Coach  
2020 - Present

**SOCIAL INNOVATION  
DESIGN (BAEP 471 & 571)**  
Los Angeles, CA  
Course Assistant  
2018 - 2019

**DESIGN FOR AMERICA**  
Los Angeles, CA  
Student Design Mentor  
2018 - 2019

**USC KICKS FOR KIDS**  
Los Angeles, CA  
Volunteer, President  
2014 - 2019

## EXPERIENCE continued

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**PROJECT MANAGER** April 2019 - October 2020  
GIBLIB // Los Angeles, CA

- Drove full project lifecycle management of multiple high-budget video production projects for outside clients and internal platform.
- Responsible for planning, scheduling, budgeting, and executing all stages of up to 15 \$50K+ projects at a time, while maintaining communication with relevant stakeholders from each.
- Oversaw a cross-functional team of videographers and editors in the filming and production of up to 250 videos at a time.
- Tracked and organized ongoing video and non-video projects and assets.

**OPERATIONS MANAGER** August 2017 - March 2019  
psyML, Inc. // Los Angeles, CA

psyML is an artificial intelligence and data science firm producing AI solutions for large companies (i.e., eHarmony, RedBull).

- Promoted from Project Manager to Program Manager and again to Operations Manager within 17-month employment.
- Administrative responsibilities: internal and external company communication; organization and administration to keep multiple high-profile projects on track and multiple employees on task.
- Financial responsibilities: all company accounting, including payroll, invoicing, accounts payable, accounts receivable, QuickBooks tracking.
- Led company through all legal, benefit-related, and insurance-related registration, paperwork, and setup for the transition from LLC to C-Corporation.

## PROFESSIONAL DEVELOPMENT

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**UX DESIGN PROFESSIONAL CERTIFICATE** January 2022  
Google

**FUNDAMENTALS OF GRAPHIC DESIGN** September 2020  
California Institute of the Arts

**BUDGETING AND SCHEDULING PROJECTS** April 2020  
University of California, Irvine

**INITIATING AND PLANNING PROJECTS** February 2020  
University of California, Irvine