

SHANNON FOY

USER EXPERIENCE DESIGNER (UX / UI)

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EDUCATION

// Dublin City University

MSc Emerging Media
from 2018-2019

// Maynooth University

BA Digital Media
from 2015-2018

SKILLS

Product & UX Design

User-centered design · UX strategy
· Accessibility · Prototyping ·
Wireframing · Design thinking ·
Storytelling

Tools & Systems

Figma (components, prototyping,
plugins) · Adobe CC · Sketch ·
Framer · Powerpoint · Blender ·
Design QA · Developer handoff

AI & Emerging Tech:

AI agent design · GPT workflows
· Intelligent automation · Natural
language interfaces · Pilot testing ·
Success metrics

Collaboration & Process:

Agile teams · Cross-functional
collaboration · Stakeholder alignment

CERTIFICATIONS

// Parsons School of Design

AI Concepts and Applications
for Creatives – October 2024
User Centered Design – April 2021

// Salesforce

Certified AI Associate – April 2024
Certified App Builder – January 2020
Certified Admin – October 2019

PROFILE

Full-stack designer with 6 years of experience shaping user-centered digital products that blend creativity, research, and scalable design systems. I bring a strategic mindset and strong craft to every project, collaborating cross-functionally to solve complex problems through clear, intuitive experiences.

WORK EXPERIENCE

UI / UX Designer, Demo Experience

2023 – PRESENT

Salesforce

Specialise in product design and UX strategy for AI-powered demo platforms and scalable product experiences focused on Retail, Manufacturing, and Communications, Media & Technology (CMT) industries.

- Lead UX design for embedded AI agents and conversational UIs, showcasing intelligent automation and simplifying complex product workflows.
- Built and maintained 40+ reusable Figma components, adopted by global teams to reduce design time and improve demo consistency.
- Collaborate cross-functionally with Product, Sales, and Engineering teams to align design vision with business goals and technical feasibility.
- Designed GTM product storytelling assets for the CMT industry, unlocking \$150M+ in tracked opportunity pipeline.
- Design intuitive, user-centered experiences that support go-to-market strategy and influence multi-million dollar opportunities.

Visual Designer, Q Branch

2019 – 2023

Salesforce

Delivered high-impact visual storytelling and UI assets for global go-to-market and enterprise engagement initiatives.

- Supported 25+ strategic accounts, contributing to \$26M in ACV and \$7M closed in FY24, with a 95% close rate.
- Designed for flagship events like Dreamforce and London World Tour, translating product value into immersive experiences.
- Designed and launched Silva, an AI-powered style bot that helped close \$500K+ in ACV and won the Salesforce Lightbulb Innovation Award.
- Built a Lightning Design System based app for UK Guide Dogs, enhancing accessibility through scalable design.
- Founded Salesforce's graphic facilitation offering, generating \$1M+ ACV through 10+ executive workshops.
- Led global design enablement sessions to scale storytelling systems and reusable assets.