Shannon Ha

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EDUCATION

Carnegie Mellon University

Aug 2018 - May 2022

BA of Product Design, GPA 3.7

Minor in Biomedical Engineering

EXPERIENCE

UPMC Innovation Center

Sep 2022 - Present

EXPERIENCE DESIGNER

- Led end-to-end design (0–1) of Joint AI, a SaaS clinical decision-support tool for orthopedic and general medical providers; currently piloted in multiple orthopedic clinics.
- Re-designed patient education delivery for the Bone and Joint Center (BJC).
- Designed and developed BJC website, driving a 40% average month-over-month increase in total visitors (Apr 2024–2025) and a 185% increase in engagement from existing patients with web-based education since launch in Mar 2024.
- Established EHR-integrated digital appointment reminder system for Renaissance Orthopaedic patients through email and text communication channels.
- Led rebrand and content restructuring of Joint iQ, an educational training tool for interpreting arthritic hip and knee X-rays.
- Designed and developed 4+ internal project websites with full integration of GA4, Google Ads, and Google Search Console.

P&G

May 2021 - Aug 2021

DESIGN CO-OP

- Prototyped and tested an improved user experience for EC30s website based off existing consumer research.
- Developed a service blueprint identifying and outlining potential hotel partnership opportunities for EC30.
- Created pitch deck graphics illustrating potential use of FlexFoam™ (Always™ pads) in a new high-absorbency wound care product.

CMU Cognitive Assistance Lab

Jan 2020 - Aug 2020

PRODUCT DESIGNER

- Redesigned and prototyped the NavCog app's navigational interface with emphasis on accessibility for visually impaired users.
- Designed voice interaction flows to support diverse user needs.

Computime Ltd.

Jun 2019 - Aug 2019

PRODUCT (HARDWARE) DESIGN INTERN

- Conducted user testing to improve UI design for company thermostats, enhancing usability and user experience.
- Designed initial housing concepts, interface icons and components for a new thermostat.

SKILLS + SOFTWARE

Product Design	Product Strategy	Adobe CC	GA4, Google Ads, GTM
User Experience	Service Design	Webflow	Fusion 360
User Research	3D Rendering	Figma	SolidWorks, Keyshot
Data Visualization	Prototyping	Jira	Google Suite
Design Thinking	Web Design	Miro	HTML, CSS
	Web Analytics		