



WILL SHUFORD

SUMMARY

Versatile professional with experience in UX/UI design and research, financial analysis, and business strategy, complemented by a creative background as an events curator and DJ. Skilled in delivering user-focused digital solutions that blend technical precision with creative innovation to meet business objectives. Currently advancing technical skills through full-stack engineering training to drive impactful product development and enhance cross-disciplinary collaboration.

CONTACT

PHONE

+1-612-369-5452

EMAIL

willshuford@gmail.com

LINKEDIN

[Will Shuford](#)

WEB

www.willshuford.com

EXPERIENCE

Financial Preparer - University of Minnesota, Department of Economics
04/2022 - Present

- Manage and streamline financial processes for the department, including vendor payments, purchase orders, contracts, and expense reimbursements, ensuring compliance with university policies and efficient resource allocation.
- Act as a central resource for departmental guidelines and policies, providing critical support and clear communication to faculty, staff, and students.
- Collaborate on faculty and staff recruitment initiatives, assist with visa processing, and support graduate student job placement and award nominations, ensuring seamless execution of administrative objectives.
- Coordinate materials and logistics for undergraduate and graduate courses, serving as the primary liaison with the U of M Bookstore and publishers to enhance course delivery.

Events Curator & Freelance DJ - SHU

2001 - Present

- Designed and delivered customized music experiences for diverse events, including weddings, corporate functions, nightlife venues, and festivals, engaging audiences of up to 5,000 attendees.
- Leveraged technical expertise in audio equipment setup, sound engineering, and digital tools (e.g., Serato, Logic Pro, Maschine) to create seamless and innovative performances.
- Managed end-to-end event planning, including client consultations, personalized music curation, and on-site problem-solving to ensure flawless execution.
- Implemented strategic event promotion using social media platforms and networking, driving increased attendance and client engagement.

BSA Analyst - U.S. Bank

07/2016 - 9/2019

- Evaluated data to uncover patterns and insights, identifying unusual activity and improving decision-making processes for risk mitigation.
- Assessed and addressed inefficiencies in systems and workflows, proposing and implementing scalable solutions to optimize operations and reduce risk.
- Designed and maintained detailed investigation documentation, streamlining processes for better information tracking, reporting, and stakeholder communication.
- Integrated key insights and findings into strategic planning, aligning operational initiatives with compliance goals and enhancing overall system performance.

SKILLS

- Product vision and strategy
- Market research and competitive analysis
- Cross-functional collaboration
- SWOT analysis
- Data-driven decision-making
- Relationship Building
- Stakeholder Management
- Presentation skills
- Communicating complex ideas
- UX/UI principles and best practices
- Gathering/incorporating user feedback
- Persona development
- Prototyping and wireframing
- Usability testing
- User advocacy
- UX Writing
- Database systems
- Front-end/back-end technologies
- Event management
- Marketing and promotion
- Creativity and adaptability

TOOLS

- Google Workspace
- Microsoft 365
- Slack
- Trello
- Notion
- Figma
- GitHub
- Visual Studio Code
- Postico

Administrative Specialist / Freelance Creative - BBDO Advertising Agency 02/2011 - 3/2015

- Collaborated with cross-functional teams to streamline workflows and ensure smooth project execution.
- Conducted in-depth client research and competitor analysis to inform strategic planning.
- Supported on-set and post-production efforts, contributing to the development of multimedia ad campaigns.
- Created compelling copy and managed social media communities to enhance client brand visibility.
- Organized and analyzed data to prepare presentations and deliverables for stakeholders.

Business Analysis Intern - Universal Music Group 09/2010 - 09/2011

- Conducted data analysis to support the surveillance and mitigation of unauthorized distribution of company content.
- Assisted in the coordination, planning, and execution of business meetings and artist events.
- Researched and compiled data to support sales forecasting and strategic planning efforts.
- Monitored retail partner databases to ensure quality assurance and compliance with company standards.

EDUCATION

Full-Stack Engineering - Prime Digital Academy

Expected Graduation: April 2025

Comprehensive Full-Stack Development training, focusing on modern web technologies including HTML5, CSS3, JavaScript, jQuery, React, and Node.js, for the creation of dynamic and responsive web applications. Curriculum includes client-based projects, applying Agile methodologies to develop software solutions that address actual business challenges, and building problem-solving and teamwork skills.

UX/UI Design & Research - University of Minnesota

August 2022

Immersive program focusing on user-centered design principles and practices. Curriculum encompassed qualitative and quantitative research methods, usability engineering, interface design, visual design theory, web prototyping, interaction design, and front-end coding languages. Developed comprehensive case studies detailing the design thinking process, implementing user-centered solutions across mobile and desktop platforms.

Bachelors of Science, Business Marketing - University of Minnesota

December 2010

Program emphasizing sales, marketing, project management, and strategic customer relationship management, preparing graduates for diverse roles across various sectors. Included applied learning experiences that combined theoretical knowledge with real-world business applications.