

# Paul Shellooe

## SENIOR ENTERPRISE PRODUCT DESIGNER | INFORMATION ARCHITECTURE & CONTENT STRATEGY LEAD

Lisbon, Portugal + Denver, Colorado | T: +1.303.931.3352 |  
E: pshellooe@protonmail.com | W: paulshellooe.com

### Professional Summary

---

Senior Enterprise UX Designer specializing in the **architectural transformation of complex data systems**. Expert in designing scalable Information Architectures (IA) for B2B SaaS and AI-integrated platforms. Proven track record in converting legacy technical documentation into streamlined, self-service user journeys. Technical background in Computer Science enables seamless collaboration with ServiceNow developers and AI enablement teams to build automation-ready content structures.

### Core Competencies

---

- **Knowledge Management:** IA Design, Content Chunking for AI, Taxonomy Development, Metadata Strategy.
- **UX Strategy:** User Journey Mapping, Self-Service Optimization, Ticket Deflection Strategy.
- **Technical UX:** Design Systems at Scale (Figma, PrimeVue), NLU/Chatbot Workflow Mapping, API-driven UI.
- **Governance:** Content Lifecycle Management, SME Collaboration, Enterprise Style Guides.

### Experience

---

#### Alludo / Parallels | Senior Enterprise Product Design Consultant (Full-Time) 2023 – 2025

- **Systemic Architecture:** Led UX for Parallels DaaS, defining the structural hierarchy for secure enterprise workflows from zero to launch.
- **Design Governance:** Co-created a comprehensive Design System in Figma, establishing the governance and reusable patterns required for global product scalability.
- **AI & Automation Readiness:** Designed developer-ready assets and metadata-driven workflows that streamlined complex administrative tasks, increasing implementation velocity by 2x.
- **Stakeholder Leadership:** Acted as the lead UX voice for senior leadership, using high-fidelity prototypes to secure buy-in for long-term product roadmaps.
- **Key Results:** ✓ Reduced design rework cycles by 40% through systematized UI patterns ✓ Increased UI implementation velocity by 2x using Figma + PrimeVue alignment ✓ Boosted stakeholder alignment via prototypes, roadmap visuals, and strategy decks

#### Lumen Technologies | Senior Lead Enterprise UX Designer 2013 – 2022

- **Information Architecture Overhaul:** Directed the UX strategy for the Lumen Marketplace and Customer Portals, transforming fragmented legacy data into a unified, searchable ecosystem.
- **Content Strategy & Task Optimization:** Reduced key task flows by 70% by restructuring complex technical content into intuitive, scannable self-service journeys.
- **Global Knowledge Migration:** Navigated UX transitions through multiple major acquisitions (CenturyLink, Level 3), managing the consolidation of disparate knowledge bases and product silos into a single source of truth.

- **Technical Integration:** Collaborated with engineering to ensure IA frameworks supported backend constraints, optimizing searchability for large-scale enterprise quoting and network management tools.
- **Key Results:** ✓ Reduced key task flows by up to 70% through improved usability and streamlined workflows ✓ Supported multi-million dollar accounts and internal sales enablement via UX enhancements ✓ Repeatedly recognized for driving alignment across product silos during corporate transitions

## Education

---

**University of Colorado at Boulder**

Major: Computer Science | Minor: Creative Writing