Derek Shafer

Digital Designer based in NYC.

🌐 derekshafer.design

✉ hello@derekshafer.com

Education

Chapman University
BFA, Graphic Design
2020

Skills

User Research

Customer Segmentation

Value Proposition Strategy

Personas & Journey Mapping

Competitive Analysis

Conversion Rate Optimization

UX/UI Design

Wireframing & Prototyping

Usability Testing

Motion Design

Public Speaking & Presenting

Project Management

Tools

Figma

Adobe Creative Suite

HotJar

Google Analytics (GA4)

HTML, CSS, Javascript

Other

Volleyball Coach

Yoga Instructor

Eagle Scout

Experience

NBCUniversal
Brand Designer
Feb 2025 – present

- Collaborate with Commerce team to design mobile web experiences, including Universal Checkout and Peacock merchandising micro-sites.
- Develop Peacock ad products including static pause ads, kinetic mid-rolls, and sponsorship placements throughout the user interface.

DRINKS AMPLIFY (formerly Electriq Marketing)
Lead UI/UX Designer
Jan 2021 – May 2024

Designed eCommerce experiences and optimized conversion rates for over 45 clients on Shopify.

- Managed Shopify migrations for wine industry clients, leading to a 13% increase in AOV and a 46% increase in conversion rate for Winc.
- Revamped Florence by Mill's Shopify website, achieving 2x conversion rate increase and adding 23k new email subscribers in 3 months.
- Designed custom order tracking pages, achieving a 12% click-through rate on shipping emails and contributing to a 54x ROI increase for Soylent.
- Conducted audits for 20+ prospective clients, driving a 30% increase in new business acquisition through insights on UX, site speed, and GA4.

Achieved top agency partner certifications by integrating email & SMS strategies into web projects. Including Klaviyo, ReCharge, Malomo, and Attentive.

Discovery, Inc.
Product Design Intern
Jan 2020 – Apr 2020

IMAX
UI/UX Design Intern
Sep 2019 – Nov 2019