



DIGITAL DESIGN & DEVELOPMENT

CONTACT

shaun@shaunyoung.com
shaunyoung.com
Saint Louis, MO

CAPABILITIES

Digital Strategy & Scoping
UI/UX & Design Systems
Front-End & CMS Platforms
Site Migration & SEO
Digital Ad Production
Email & CRM
AI Workflow Design
Team Leadership & Mentoring
Vendor & Tooling Evaluation

TOOLS

Figma, Claude, ChatGPT, Drupal/Acquia, Webflow, FlutterFlow, Google Analytics, Google Tag Manager, Salesforce Marketing Cloud, Stripo, WordPress, Adobe Creative Cloud.

EDUCATION

B.S., Recording Industry

Minor in Mass Communication
Middle Tennessee State University
December 2001

AWARDS

National & Regional Gold Addy
HSMIA Adrian: 11 Gold, 2 Silver, 2 Bronze
Eagle Scout, Boy Scouts of America
Vigil Honor, Order of the Arrow

PROFILE

Digital and creative leader with 24 years of experience across St. Louis agencies, spanning UX, creative direction, design, digital platforms, and production. I bridge strategy and execution, working with clients to define digital direction, then staying close to the work from concept and UX through development and launch. Experienced in leading teams, complex platform initiatives, and the practical application of AI to improve how creative and digital work gets done.

EXPERIENCE

BRIGHTON AGENCY

Director of User Experience · Creative Director · Associate Creative Director

Saint Louis, MO | 2019 – Present

- Own digital scope across a rotating portfolio of accounts: platform decisions, replatform planning, and what the team builds versus what goes to partners.
- Co-led a seven-site, multi-language replatform of Eukanuba from Sitecore to Drupal/Acquia, covering migration and redirect strategy, the client strategy deck and presentation, and developer review through launch.
- Apply AI as a working part of daily production, building reusable skills, prompts, and connector setups the team can use rather than one-off prompting.
- Mentor designers and production staff, guide developers and outside partners through project work, and interview candidates for the team.
- Built eight WordPress sites across Branding Iron, OCPNA, and Amguard.
- Rebuilt the HorizonAg mobile app off the deprecated SAP Build Apps platform onto FlutterFlow, including three in-app calculators.
- Automated layout of 1,200 e-commerce tiles across 75 products with a Figma and Google Sheets workflow; established a repeatable HTML5 banner packaging and trafficking workflow for CM360.
- Agriculture, food, and industrial clients: Syngenta, Golden Harvest, NK, AMVAC, Amguard, HorizonAg, Bunge, Phibro Animal Health, Pictsweet Farms, Branding Iron, Solenis.
- Consumer and brand clients: Royal Canin, Eukanuba, Acana, Nom Nom, Pampers Professional, Centene.

H&L PARTNERS

Associate Creative Director · Senior Interactive Art Director

Saint Louis, MO | 2011 – 2019

- Digital and creative lead across McDonald's, Missouri Division of Tourism, Explore St. Louis, the St. Louis CVC, Touchstone Energy, and Mercy Hospital.

RODGERS TOWNSEND / DDB

Interactive Art Director & Video Editor

Saint Louis, MO | 2007 – 2011

- Clients: AT&T, The Hartford, Energizer, Monsanto, Ameren, St. Louis Rams.

Z ANIMATION

Director of Technology · Microsoft's "We See Potential" television spots

Los Angeles, CA | 2006 – 2007

Earlier: Multimedia Developer · Rodgers Townsend (2005–06), Avatar Studios (2002–05)