Evelyn Donnelly
UX Designer

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EXPERIENCE

User Experience Digital Accessibility Project Consultant
NYC Department of Education |Web & Intranet Apr 2018 - Present
- Prioritized content structuring Information Architecture
- Assessed, QA to meet WCAG 2.0, Level AA, internally& public facing

User Experience Design & Strategy Consultant
Matilda | IoT AR/VR/MR Ecosystem Apr 2018 - Present
- Clarified complex system design for Internet of Things augmented reality & virtual reality through user journeys, functional maps
- Strategized business model, copywriting client facing infographics
- Constructed personas, use cases working closely with Founder

User Experience Design & Research Consultant
Inventaprint | Web app 2018 - Mar 2018
- My role in team: UX and Design Lead.
- Redesigned dashboard and system to increase learnability.
- Simplified the process for inventors to organize parts within projects, manage bids, communicate with manufacturers.
- Analyzed Competitive & Feature Analysis / Prioritization, User Interviews, Usability testing to Founder, COO, CTO.
- Collaborated with Development team to make actionable features.

User Experience Design & Research Consultant
Scapade | mobile app 2017 - Jan 2018
- My role in team: UX and Project Manager
- Validated the need for travelers to connect to locals.
- Delivered robust Research Report, Clickable Prototype, Spec Doc,.
- Built Screener and Qualitative Surveys, User Interviews, Usability tests, Competitive Analysis, Synthesis: Personas, Revised Focus, Platform Prioritization, Designed MVP.

Art Director & Exhibition Designer
The Bureau for the Future of Choreography 2011- 2017
- Proposed and was awarded Grants to build exhibitions.
- 3-D modeled public art environments, including budget, timeline
- Managed production staff explaining exhibition specs and training.
- Generated scores/ flows for interaction with public.

Designer Fashion | Costume & Set
Freelance Dec 2015 - 2017
- Designed and executed: clothing line and printed matter, branding strategy label, pop-up shops, expanded e-commerce 90%.
- Created and produced sets and costumes for 30+ performer productions at Museums and Theaters internationally shown.

Adjunct Professor | Instructor
- **CUNY LaGuardia,** Philosophy Dept. Oct 2017
- **Hudson County Comm. College,** Computer Arts Dept. 2016
- **University of California San Diego,** Writing Program 2010
- **University of California,** Visual Arts Dept. 2004 - 2008

ABOUT ME
My product design process is a culmination of my background as an artist and a teacher. I have a powerful imagination with a playful spark. My visions scale from small details to larger themes.

I lead inclusively, fostering communication, trust and responsibility within the whole team.

I balance lively and inspired ideas with critical analysis, thorough research, and creation within real world limitations.

UX SKILLS
Prototyping, Wire-framing, User Research and Analysis, Agile Methodology, Lean, Heuristics

TOOLS
Sketch, Adobe Creative Suite, InVision, Balsamiq, Omnigraffle, Marvel, HTML, CSS, JavaScript, Jira, Trello, Asana, Slack, Flinto, Principal, Zeplin, Framer, Audacity, Sketchup, FinalCut

AWARDS | FELLOWSHIPS
Pioneerworks, Banff Center for the Arts (Canada); Lower Manhattan Cultural Council Process Space; Anderson Ranch; Vermont Studio Center; SIM (Reykjavik)

MEDIA PROJECTS EXHIBITED
Center for Curatorial Studies, New Museum, Hammer (Los Angeles), Kampnagel (Hamburg, Germany), The Kitchen, M HKA (Antwerp), Theatre L'Usine (Geneva), and Kling&Bang (Reykjavik).

EDUCATION
User Experience Design Immersive Certificate, General Assembly

Master of Fine Arts
University of California at San Diego

Bachelor of Arts
Bard College