Evelyn Donnelly
UX Designer

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EXPERIENCE

User Experience Research & Digital Accessibility
NYC Department of Education |Web & Intranet May - Sept 2018
- Developed Content and Information Architecture.
- QA to meet WCAG 2.0, Level AA of vast site with 2000+ pages.
- Formulated research method, writing surveys, usability, interviews
- Analyzed quantitative and qualitative data to generate user personas, story, and use cases.

User Experience Design & Strategy
Matilda | IoT AR/VR/MR Ecosystem Apr - May 2018
- 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
Inventaprint | Web app Jan - Mar 2018
- Redesigned dashboard, simplifying flows to increase learnability.
- 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
Scapade | mobile app 2017 - Jan 2018
- Validated the need for travelers to connect to locals.
- Delivered robust Research Report, Prototype, Spec Doc, Pres.
- 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 2014- 2017
- Proposed and awarded grants to build exhibitions.
- 3-D modeled public art environments, including budget, timeline.
- Managed production staff explaining exhibition specs and training.

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

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, WCAG, Lean, Heuristics

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