

Evelyn Donnelly

UX Designer

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EXPERIENCE

User Experience Design & Research

Goldman Sachs & Sapient Razorfish_ | Software Sept 2018- present

- Designed screens and structured complex user flows and style guide elements for account set-up and maintenance using bootstrap responsive navigation and tools..
- Private Wealth Management Enterprise software design working with Dev, Ops, Bis teams in Agile sprints.

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, and use cases.

User Experience Design & Strategy

Matilda | IoT AR/VR/MR Ecosystem Apr - May 2018

- Mapped User Journeys and system design.
- Constructed personas, use cases, copywriting working 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

- 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.
- 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