

Evelyn Donnelly

UX Designer & Researcher

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EXPERIENCE

Senior User Experience Designer & Strategist Associate

Goldman Sachs & Sapient Razorfish_ | Software Sept 2018- 2019

- Private Wealth Management Enterprise software, working with Dev, Ops, Bis teams in Agile sprints from wireframes to production.
- Designed complex user flows, screens, interaction patterns for account set-up & maintenance, workflows, and metrics.
- Set-up responsive templates for the team to add to toolkit.

User Experience Researcher & Digital Accessibility

NYC Department of Education | Web & Intranet May - Sept 2018

- QA to meet WCAG 2.0, Level AA of vast site with 2000+ pages.
- Developed Content and Information Architecture.
- Proposed short & long term research methods, writing and conducting: surveys, recruiting goals, usability tests, interviews.
- Trained DOE staff to conduct usability tests.
- Analyzed quantitative and qualitative data to generate user personas, and wrote research report with prioritized changes.

User Experience Designer & Researcher

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

- Mapped User Journeys and service design.
- Designed personas, use cases, copywriting with Founder.

Inventaprint | Web app Jan - Mar 2018

- Redesigned dashboard, simplifying flows to increase learning.
- Analyzed Competitive & Feature Analysis / Prioritization, User Interviews, Usability testing to Founder, COO, CTO.
- Collaborated with Development team building features.

Scapade | Mobile app 2017 - Jan 2018

- Delivered robust Research Report, Prototype, Spec Doc, Pres.
- Wrote, Assessed, and Conducted: Screener and Qualitative Surveys, User Interviews, Usability tests.
- Competitive Business & Comparative Features Analysis for Platform Prioritization, Minimum Viable Product, Revised Focus.
- Designed Prototype, Personas, Annotated Wireframes.

Art Director & Exhibition Designer

The Bureau for the Future of Choreography & Clients 2014- 2017

- Proposed and awarded grants to create exhibitions.
- 3-D modeled public art environments, including budget, timeline.
- Managed production staff explaining exhibition specs on site.
- 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 San Diego, 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, iOS GUI, Google Material Design, WCAG, Heuristics

TOOLS

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

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 Certificate
General Assembly

Master of Fine Arts
University of California at San Diego

Bachelor of Arts
Bard College