

Evelyn Donnelly

UX Designer & Researcher

858.864.2717 | evelyndonnelly@gmail.com

linkedin.com/in/evelyn-donnelly

portfolio: www.evelyndonnelly.net

EXPERIENCE

Senior User Experience Researcher & Strategist

American Express & InRhythm | Web & Mobile Mar 2019 - present

- Global Digital Acquisition Consumer and Commercial
- Synthesized needs of Product, Analytics, Testing, Marketing.
- Sprints, Workshops, Ideation, cross department research
- Planning and Implementation with Vendor partners

Senior UX Designer Interaction & Product Design Associate

Goldman Sachs & Sapient Publicis | Software Sept 2018 - Feb 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, vast sites with 2000+ pages.
- Developed Content and Information Architecture.
- Proposed short & long term research methods, writing and conducting: surveys, recruiting, 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 iterations.

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, Conducted: Screener & Qualitative Surveys, User Interviews, Usability tests, Personas, Annotated Wireframes.
- Competitive Business & Comparative Features Analysis for Platform Prioritization, Minimum Viable Product, Designed Prototype.

Art Director & Exhibition Designer

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

- Proposed, granted, designing and executing each part of exhibition
- 3-D modeled public art environments, including budget, timeline.
- Managed production staff explaining exhibition specs on site.

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 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, Design Language Systems, Style Guides, Heuristics, Ideation workshops, Sprints,

TOOLS

Adobe Creative Suite, Sketch, InVision, Balsamiq, Omnigraffle, Marvel, Flinto, Principle, Framer, Zeplin, Sketchup, Audacity, FinalCut, HTML, CSS, JavaScript, CMS, Confluence, Jira, Asana, Trello, Slack, Adobe and Google Analytics, SiteImprove.

AWARDS | FELLOWSHIPS

Pioneerworks, Banff Center (Canada), Lower Manhattan Cultural Council Process Space, Anderson Ranch, Vermont Studio Center, SIM (Iceland)

MEDIA PROJECTS EXHIBITED

Center for Curatorial Studies, New Museum, Hammer (Los Angeles), Kampnagel (Hamburg), The Kitchen, MHKA (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