

EVELYN DONNELLY

User Experience Designer & Researcher

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EXPERIENCE

Senior User Experience Researcher & Strategist

[American Express & InRhythm | Web & Mobile](#) Mar 2019 - present

- 3 Global Digital Acquisition products Consumer, Commercial, Referral.
- Establishing UXR practice, overall research integration and optimization.
- Center of Excellence, qualitative research integration with analytics & CXO.
- Planning and Implementation with vendor partners, product and marketing..

Senior User Experience Designer Interaction and Strategy

[Goldman Sachs & Publicis | Web Application](#) Sept 2018 - Feb 2019

- Private Wealth Management Enterprise software.
- Agile sprints from wireframes to launch on pods with PO, Dev, Ops, Business.
- Responsive templates and patterns for the team to add to design language.
- Designed complex user-flows, screens, interaction patterns for account set-up & maintenance, workflows, and metrics.

User Experience Researcher & Digital Accessibility

[NYC Department of Education | Web & Intranet](#) May - Sept 2018

- QA to meet WCAG 2.0, LevelAA, vast sites 2000+ pages.
- Developed Content and Information Architecture.
- Proposed short & long term research methods,
- Writing and conducting: surveys, recruiting, usability tests, interviews.
- Analyzed quantitative and qualitative data to report and prioritize iterations.

User Experience Designer & Researcher

[Matilda | IoT AR/VR/MR Ecosystem](#) Apr - May 2018

- Mapped UserJourneys 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 delivered to Founder, COO, CTO.
- Collaborated with Development team building features.

Scapade | Mobile app

2017 - Jan 2018

- Delivered Research Report, Prototype, SpecDoc, Pres.
- Wrote, Assessed, Conducted: Screener & Qualitative Surveys, User Interviews, Usability tests, Personas, Annotated Wireframes.
- Competitive & Comparative Analysis for Prioritization, MVP

Art Director & Exhibition Designer

[The Bureau for the Future of Choreography & Clients](#) 2014 - 2017

- Proposed, designed, exhibitions and social engagement programs.
- Managed production including budget, volunteers, timelines.

Adjunct Professor | Instructor

[CUNY LaGuardia, Philosophy Dept.](#) 2017
[Hudson County Comm. College, Computer Arts Dept.](#) 2016
[University of California San Diego, Arts Dept.](#) 2004 -08, [Writing Dept.](#) 2008-10

ABOUT ME

I foster experimentation and discovery in the process of creating products. Through research and design, I execute inspired ideas with critical analysis. I lead inclusively, facilitating understanding and responsibility within the whole team.

SKILLS

Prototyping, Wire-framing, User Research and Analysis, Agile Methodology, Sprints WCAG, Design Language Systems, Style Guides, Heuristics, Ideation, Customer Experience Optimization, Service Design, A&P Budgeting and Processing

TOOLS

Adobe Suite, Sketch, InVision, Balsamiq, Omnigraffle, Marvel, Flinto, Principal, Framer, Figma, Zeplin, Sketchup, FinalCut, HTML, CSS, JavaScript, CMS, Confluence, Jira, Asana, Trello, Slack, MS Office, Oracle, SiteImprove, Google/Adobe Analytics, Qualtrics, Clicktale, Usertesting.com.

AWARDS | FELLOWSHIPS

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

MEDIA PROJECTS SHOWN

Center for Curatorial Studies, New Museum, Hammer, Kampnagel (Hamburg), The Kitchen, MuHKA (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](#)