

# Evan Rosen

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## WHO IS THIS... EVAN ROSEN?

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I'm a designer passionate about listening to users, stakeholders and developers to harmonizing the needs of all three and create truly elegant solutions. Discovery, research, prototyping, testing and iterating is the core of my process. I'm looking for contract or PT roles practicing data-driven UI / UX on a product team or as a freelance visual lead. Especially interested in mission-driven companies solving meaningful problems.

## SKILLSETS

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**Skills:** Agile UX, Product Development, App Prototyping, Usability Testing, User Testing, CSS/HTML, Wireframing, UI Audits, UI Design, Dashboard Design, Web Design, Copywriting, Blogging & Social Media, Print Design, Discovery Workshop facilitation, Project Management

**Software:** Sketch, Craft, Invision, Photoshop, Illustrator, Zeplin, Jira, MAMP, Github, FTP Clients, Google Analytics, Mixpanel, Wordpress, Mailchimp, Constant Contact

## EXPERIENCE

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#### Contract UX Designer

October 2018 - December 2018

Concept development of next-gen **apps for T2 Diabetes patients** for major pharma client. Worked with a delivery lead and another designer in **1 week design sprints**. Each week started with whiteboarding and concept sketches, then research and wireframing, and finally UI work in order to present multiple high fidelity screens to the client each Friday. Unique challenges included learning about **diabetes lifestyle changes**, hardware and software for T2D patients, **FDA requirements for apps** as medical devices, and leveraging latest medical and academic research on habit change and gamification to propose **clinically validated design solutions**.

### Motivate Design

#### Sr. UX Designer

October 2017 - October 2018

**Lead UX design efforts** for priority clients and project managed as needed. **Mostly remote** with in-office meetings as needed, travelled domestically for client kickoffs and user testing sessions, **ran discovery workshops** for corporate and startup clients. Worked with stakeholders to discover requirements, turn them into wireframes, prototypes and high fidelity mockups. Highlights include: redesigning a news website for a leader in independent journalism and working with several pharma clients. Worked on a first-of-its kind **mHealth app and wearable** that allowed for **tracking if a patient took their medication** for Bipolar, Schizophrenia and Bipolar disorder.

### OrderGroove

#### Sr. UX Designer

August 2016 - September 2017

As the UX design lead for the front-end team at a **C-series funded ecommerce startup**. I drove product design and development with **usability testing, wireframes and functionality specs**, and branded high fidelity comps. Worked with product owners, developers and data scientists to build new features & optimize existing products based on user behavior. Collaborated with leadership in client, sales, dev, data and product to advise product roadmap. Concepted and refined next generation frictionless ecommerce like **ai-powered chatbots and SMS-based reordering**.

### B&H Photo

#### UX Consultant

December 2015 - August 2016

Optimized responsive design behavior across award-winning ecommerce site. **Redesigned main nav header, filtering UI, and live chat / user feedback flow**. Trained and guided a 9 person UX team transitioning to Jira and Sketch from older software, massively improving dev/design communication. Designed **UX-oriented Google Analytics dashboards** and best practices for analyzing post-deployment effectiveness on key metrics. Redesigned static pages and features across the site.

### The Orchard

#### Visual Designer

December 2010 - September 2015

Lead UI and UX design of web apps for music & film distribution (as well as admin backend) with 15,000+ users. **Worked directly with leadership** across departments, product managers, junior designers and tech leads to create user flows, clickable prototypes, and hifi mockups. Lead **multiple UI audits and updates** to 100+ pages (twice), wrote and maintained UI style guide, tirelessly hunted bugs and backlogged improvements. Regularly juggled 3-5 projects, integrating **client asks, technical feasibility, design best practices, and performance considerations**.

## EDUCATION

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### University of California, Santa Cruz

#### Community Studies Major

2004 - 2007

Concentration in the role of Art in Social Movements, History of Structural Oppression.

#### Global Information Internship Program

2006 - 2007

Implementing IT solutions for nonprofits, social justice and social entrepreneurship.