

# Evelyn Durbin

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User Experience design professional with over six years of experience

## PROFESSIONAL EXPERIENCE

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### Plantamania

Lead UX Designer

March 2024 - Present

- Led end-to-end design process for Plantamania's ecommerce platform, specializing in rare specialty plants, from initial brainstorming and wireframing to prototyping and development handoff using tools like Figma, Adobe XD, and Sketch.
- Designed seamless and accessible UI/UX experiences across web and native platforms (Android and iOS), integrating motion and animation design to enhance user engagement and brand identity.
- Built and maintained a robust design system, including a component library, to ensure consistency and scalability across digital products.
- Collaborated closely with cross-functional teams, including developers, marketers, and business stakeholders, to align design solutions with customer needs and business goals in a fast-paced startup environment.
- Implemented customer-focused and accessible design practices, incorporating user testing, feedback loops, and iterative improvements to create intuitive and inclusive interfaces.

### USAA

UX Designer via Yoh

March 2023 - March 2024

- Designed interactive Figma prototypes to address key user pain points, resulting in a \$1.2 million reduction in operational costs, and improving accessibility across digital banking experiences.
- Led end-to-end UI/UX design process for Web and Native (Android/iOS) platforms, from sketches and brainstorming to low and high-fidelity prototypes, wireframes, and user testing, driving customer-focused solutions and increasing efficiency.
- Spearheaded the development and implementation of a streamlined design system and component library, improving brand consistency, accessibility, and stakeholder satisfaction by creating scalable, cohesive UI solutions across platforms.
- Collaborated cross-functionally with product managers and development teams, utilizing tools such as Adobe XD, InVision, and Sketch to align on project goals, create information architecture, and ensure seamless development handoffs.
- Conducted regular feedback sessions with stakeholders and leadership, integrating insights into design iterations to ensure customer-focused outcomes aligned with both business goals and brand identity.

### Meta

User Research Coordinator & Moderator via Experis

May 2022 - January 2023

- Collaborated with cross-functional teams (design, product, engineering) to drive digital product design from ideation to execution, delivering user-centered solutions across AR/VR (2D/3D), motion design, and native (Android and iOS) mobile and desktop platforms.
- Led e-commerce testing for premium brands (e.g., Oculus Store, Instagram Shopping), advocating for the user perspective and integrating evolving design patterns to enhance product functionality and meet guest expectations.
- Managed and executed hundreds of user research sessions, gathering qualitative and quantitative data to assess emerging technologies (AR/VR, 2D/3D), ensuring insights were integrated into design iterations using Figma.
- Conducted in-depth usability testing and user interaction studies across mobile and desktop platforms, identifying critical usability issues and providing actionable feedback to improve product design.
- Synthesized research findings and usability testing data into comprehensive reports and design recommendations, influencing design decisions and ensuring products met brand and accessibility standards.
- Iterated on wireframes, prototypes, and design recommendations, working closely with designers, researchers, and developers to create seamless user experiences across web and native platforms.

## EDUCATION & CERTIFICATIONS

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**University of Washington:** Bachelors of Interaction Media Design

**Google:** UX Design Professional Certificate

## SKILLS & TECHNICAL ABILITIES

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- **Systems:** Advanced skills in Figma, Sketch, Adobe XD, Invision, Axure RP, Proto.io, UserTesting, Miro, Slack, HTML, CSS, Javascript, Python, C#
- **Technical Abilities:** Seasoned in UX Design, User Experience Design, Human Centered Design, B2B, SaaS, Retail, Animation, Graphic Design, Visual Design, Empathy, Communication, Collaboration, Problem-Solving, Program Management, Leadership, Critical Thinking, Adaptability, Active Listening, Creativity, Attention to Detail, Patience, Time Management, Open-Mindedness, Negotiation, Presentation Skills, User-Centered Mindset, Teamwork, Conflict Resolution, Self-Motivation, Flexibility, Curiosity