Evelyn Durbin

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ABOUT ME

During my six years as a designer, I have mastered the use of Native iOS and Android platforms, creating immersive, user-focused digital experiences that resonate with users emotionally and meet business objectives.

PROFESSIONAL EXPERIENCE

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 a Figma prototype to address the top consumer complaint in banking across Web and Native platforms (Android/iOS), leading to over $1.2 million in cost savings for the company.
- Applied high attention to detail throughout the design process, including sketches, brainstorming, wireframing, information architecture, low and high fidelity prototypes, user testing and development handoff to ensure customer-focused brand success.
- Enhanced business advisory processes, brand identity, and accessibility by implementing streamlined design systems, increasing stakeholder satisfaction and improving user experiences.
- Led cross-functional design sprints and workshops to create cohesive product roadmaps, utilizing tools including Adobe XD, InVision, and Sketch to align teams and drive product development.
- Collaborated with developers and product managers with a high attention to detail to create scalable design solutions through interaction design, component libraries, and design systems, ensuring seamless integration and accessibility.
- Facilitated teamwork and open communication across design and development teams, fostering a collaborative and highly organized environment that resulted in a 15% reduction in project turnaround time.
- Presented status updates to executives on various stages throughout the design process, and incorporated feedback regularly to ensure finalized designs aligned with stakeholders' visions.

Meta

User Research Coordinator & Moderator via Experis   May 2022 - January 2023

- Communicated with cross-functional teams (design, product, engineering) to drive digital product design from ideation to execution, ensuring high-quality, user-centered solutions for AR/VR (2D and 3D), motion design, native (Android and iOS) mobile, and desktop platforms.
- Tested e-commerce experiences for premium brands (e.g., Oculus Store, Instagram Shopping), advocating for the user perspective and integrating evolving design patterns to meet guest expectations.
- Managed hundreds of user research sessions focused on emerging technologies (AR/VR, 2D/3D), overseeing the full research lifecycle from user intake to data collection, analysis, and reporting using Figma.
- Conducted in-depth usability testing and user interaction studies across mobile and desktop platforms, identifying key functionality issues and providing actionable insights to enhance product design.
- Led field studies and research methodologies to evaluate user behavior, using prototyping and interactive tools to ensure effective user experiences across diverse interfaces.
- Synthesized findings from user research and usability testing into comprehensive reports and design recommendations, improving product interfaces and functionality based on real-world user data.
- Collaborated with cross-functional teams of designers, researchers, and developers to iterate on prototypes and improve the overall user experience through data-driven design decisions.

University of Washington

Media, Marketing, and Graphic Designer   June 2021 - June 2022
- Designed 3-5 concurrent projects for multiple clients, creating impactful user experiences with a focus on visually stunning designs using Figma, Adobe Creative Suite, and Adobe Experience Manager (AEM).
- Produced high-quality motion design, animations, and 3D elements to enhance visual storytelling and improve user engagement across various platforms.
- Utilized typography, iconography, and art direction to craft cohesive and visually appealing designs that align with client brand identities and objectives.
- Collaborated with stakeholders to refine design concepts and ensure seamless integration of design elements, resulting in increased user satisfaction and engagement.
- Applied expertise in Adobe Illustrator, Photoshop, and AEM to deliver polished final designs that met client specifications and project deadlines.

Wing Luke Museum

Project Manager and UX/UI Designer   January 2022 - June 2022
- Led multidisciplinary design team in the creation of immersive digital experiences that connect with users emotionally, crafting high-quality product solutions across emerging digital platforms such as mobile (Native iOS and Android), web, and AR/VR.
- Designed immersive digital experiences for the hospitality industry, crafting intuitive mobile and web solutions that enhance guest engagement, streamline booking processes, and elevate overall customer satisfaction through innovative features such as AR/VR tours and personalized interactions.
- Collaborated closely with cross-functional teams, including product management, technology, and consumer insights, to drive digital product design from concept through execution, ensuring final designs align with project vision and brand standards.
- Managed design processes from ideation to final product implementation, ensuring all deliverables—such as motion design wireframes, sketches, prototypes, and redlines—are meticulously crafted and aligned with client expectations and design specifications.
- Advocated for the user perspective, leveraging both qualitative and quantitative data to inform design decisions and create engaging, user-first experiences that resonate with guests and meet business goals.
- Presented design work to executive stakeholders, utilizing strong communication and storytelling skills to represent the design process, influence decisions, and contribute to the overall product strategy.

Woodland Park Zoo

Project Manager and UX/UI Designer   September 2021 - December 2021
- Developed an innovative AR experience for a zoo, creating immersive, animated motion design digital tours that enhanced visitor engagement, offering interactive, educational experiences through cutting-edge hospitality technology on cross platforms iOS, Android, and web.
- Displayed leadership in visual design, user experience (UX), and user interface (UI) design, guiding the team to create products that communicate empathy, narrative, and impact.
- Delegated tasks across designers and researchers, utilizing user research methods and illustration to develop user-centered products that align with client needs and goals.
- Managed project timelines and ensured on-time delivery using Gantt charts, fostering clear communication and accountability within the team.
- Conducted comprehensive research, including analytics, experiments, and usability testing, to inform design decisions and optimize user experiences.
- Created wireframes, mockups, and prototypes, collaborating closely with cross-functional teams to ensure cohesive design execution and successful product outcomes.

Conversifi

UX/UI Designer   July 2021 - September 2021
- Led ecommerce website updates to enhance user experience and interface, applying user-centered design principles to improve usability and overall site performance.
- Expanded client outreach by reorganizing and optimizing the site's structure, creating a more user-friendly, intuitive design that better serves user needs and business goals.
- Conducted research to monitor promotional growth and design effectiveness, integrating findings into web and graphic design projects to boost engagement and conversions.
- Collaborated with a startup company to design user-friendly digital solutions, emphasizing the importance of ethical marketing practices and brand alignment for small businesses.
- Delivered design solutions that were not only visually appealing but also aligned with the company's values and goals, supporting sustainable growth through thoughtful design.

Fiverr

UX and Visual Designer   January 2019 - December 2021
- Crafted engaging ecommerce user experiences for diverse clients, including game design, app design native iOS and Android, web design, and multimedia art, ensuring each project met user needs while aligning with brand identity.
- Collaborated with cross-functional teams to develop and deliver high-quality product designs that resonate with users, utilizing design thinking and user-centered methodologies.
- Consistently maintained a 5-star rating by fostering strong client relationships, ensuring transparent communication, and delivering solutions that exceeded expectations.
- Delivered interactive prototypes, wireframes, and design specifications to guide development teams and ensure seamless product implementation across digital platforms.
- Presented design concepts and progress to stakeholders, using strong storytelling and visual communication skills to support project goals and client objectives.

Stained Glass Seattle

User Experience Designer   January 2018 - December 2020
- Designed an engaging cross-platform ecommerce website (native iOS, Android, mobile, and desktop) for a small business using Wix and Webflow to deliver an intuitive, user-friendly platform for product sales.
- Maintained consistent communication with the client, incorporating user research and feedback to optimize the site's user experience and functionality.
- Created a visually appealing and easy-to-navigate interface, aligning the website with the client's business goals and brand identity.
- Enhanced user engagement and sales through thoughtful design and a customer-centric approach to site updates and improvements.
- Leveraged user insights and iterative design practices to refine the platform, ensuring it met both user needs and business objectives.

EDUCATION & CERTIFICATIONS

University of Washington: Bachelors of Interaction Media Design
Google: UX Design Professional Certificate

SKILLS & TECHNICAL ABILITIES

- **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