



# EVAN FELICIANO

## PRODUCT DESIGNER

www.evanfeliciano.design  
evan.feliciano96@gmail.com  
717 - 395 - 0113

## EDUCATION

### University of Pittsburgh

2014 - 2018  
BSBA Marketing  
Dean's List

### Thinkful Product Design Program

Certification in UX/UI  
Design Principals and  
Frontend Development

## AGILE & SCRUM Experience

## SKILLS & TOOLS

### DESIGN

Figma  
inVision  
Sketch  
Adobe CC  
Framer  
Webflow

### RESEARCH

User Research  
Focus Groups  
User Flows/Stories  
Wireframing  
Prototyping  
Usability Testing

### DEVELOPMENT

HTML5  
CSS3  
JavaScript

## EXPERIENCE

### Lowes - Product Designer

July 2020 - Present

- **Product 1:** Lead Designer working on building an internal platform for company engineers to manage store and vendor decision making for recalled products to decrease risk and liabilities.
- **Product 2:** Individual contributor on a redesign for a vendor management platform that allows third parties to set up items and manage sales through the Lowes e-commerce system.

### Freelance Web Designer

Feb - July 2020

- Helped clients improve and redesign websites, branding, and over all user experience for small businesses and e-commerce platforms with short turn around time.

### IKOS - UX/UI Analyst

2017 - 2020

- **Design:** Used design tools to contribute to content and copy creation, product infrastructure, wireframing, prototyping, and website design with engineering and experience teams
- **Research:** Led focus groups and surveys to explore user issues and needs and created deliverable user-personas and other resources for product teams using tools like Delighted, Ask Nicely, and Typeform
- **Marketing:** Used marketing automation tools like Hubspot to create and integrate web designs with marketing channels and SEO