



EVAN FELICIANO

UX DESIGNER

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EDUCATION

University of Pittsburgh

2014 - 2018

BSBA Marketing

Dean's List

Thinkful Product Design Program

2019 - 2020

UX/UI Design Principals

Frontend Development

SKILLS

RESEARCH

User Research

Focus Groups

User Flows/Stories

Sketching

Wireframing

Prototyping

Usability Testing

Google Analytics

DESIGN

Figma

inVision

Sketch

Adobe CC

DEVELOPMENT

HTML5

CSS3

JavaScript

jQuery

GitHub

SQL

EXPERIENCE

IKOS - Experience 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 direct engagement campaigns as well as targeted SEO efforts

Ufinancial - Marketing and Finance Internship

Summer 2017

- Assisted with the presentation and design of marketing material and financial analysis for client presentations and other tasks as needed.

PROJECTS

- **Companion App:** A mobile application for users to track pet health, wellness, fitness, diet and more.

- **JAMS Music Player:** A functioning, online music player developed with CSS, HTML, JS, and deployed with Netlify.

- **Cloud Kitchen:** A cloud based platform where users can create, collaborate, share, and explore various food content from any device.