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 - Exerience 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.