



EVAN FELICIANO

PRODUCT DESIGNER

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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 - UX Designer

July 2020 - Present

- **Project 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.
- **Project 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