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
Sketch
Adobe
Zeplin
Framer
Webflow

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

DEVELOPMENT
HTML5
CSS3
JavaScript

EXPERIENCE

Mammoth - UX/UI Designer
April 2021 - Current

• Lead designer working to build new flagship products and redesign existing products as well as helping to establish UX practices, design systems, and libraries within the organization.

Lowes - Product Designer
July 2020 - April 2021

• **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 2020 - Present

• Helping 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

• On the **design** side, I delivered user-flows, wireframes, mockups and more. On the research side, I led focus groups, surverys, usability tests and delivered personas and other valuable insights to drive design decisions.