



I'm a passionate **Creative Technologist** looking to make the next generation of digital products more

**USABLE, ACCESSIBLE, AND BEAUTIFUL.**

## EXPERIENCE

### Creative Director/UX Lead

**Nativ** - January 2019 – Present

Was the head of UX Research and Design at Nativ, a commercial real estate SaaS platform used by some of the largest Originators and Asset Managers in the market. I was responsible for the creation of a Style Guide that was used across digital products, including the Web Application, Mobile App, and native desktop Add-Ins. I managed a team of UI Engineers to implement consistent design patterns and advised on Design Ops best practices. I assisted in the engineering of a scalable and flexible style architecture using React JS and Styled Components.

### Lead UX Designer (contract)

**Key Lime Interactive** - September 2018 – January 2019

I led an initiative to design and validate Personas and Customer Journey Maps for a sub-market version of Zillow called StreetEasy. I worked closely with UX Researchers to conduct stakeholder interviews with the Zillow Design team, Real Estate Brokers, and New York City renters.

### UXR / UXD (contract)

**Bizly** – July 2018 - September 2018

Was brought into Bizly for a short term project to facilitate a design sprint using the Google Ventures model. Worked closely with the product and concierge teams to identify issues with their event booking experience, iterate on a testable prototype, and validate that solution with real users in moderated studies.

### Usability Manager

**Marsh & McLennan Companies** - March 2015 – July 2018

Was responsible for the design and UX for the company-wide Digital Workspace, as well as several other employee-facing properties. I managed numerous design initiatives and employed a variety of UX research methods, including quantitative, qualitative, behavioral, and self-reported.

## EDUCATION & CERTIFICATIONS

### University of South Carolina

**BA, Photography**

Class of 2011

### Nielsen Norman Group

**User Experience Certification**

Fall 2017

**EVAN FARINHOLT**

**evanfarinholt.com**

efarinholt@gmail.com

(201) 470-0402

**TOOLS & PROFICIENCIES**

Figma, Sketch, Adobe CC, Axure, InVision, Storybook, React, Styled Components, Design Ops, Moderated Usability Studies, Co Design, Card Sorting Studies, Information Architecture