



Evan Farinholt is a passionate **Creative Technologist** looking to make the next generation of digital products more

USABLE, ACCESSIBLE, AND BEAUTIFUL.

CONTACT

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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

TOOLS & PROFICIENCIES

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