

Evan Wiener

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Experience

OpenText / Lead UX Design - Consumer Products

April 2021 - Present, Remote

- Refine process for a growing UX team delivering usable and accessible consumer products
- Manage design project deliverables for a distributed team and align with product business goals
- Define design strategy by conducting cross-functional team workshops for mobile products to improve customer satisfaction and retention
- Lead design of a newly integrated consumer products for security and data protection to optimize workflows and promote additional services

People Tech Group Inc / UX Design - Part-Time Consultant

March 2021 - April 2021, Remote

- Collaborate with chief strategist and software engineers to define automobile UX project requirements, discuss data capabilities, and explore user stories
- Develop wireframes demonstrating workflows for infotainment center and instrument cluster

Merck / UX Design Consultant

March 2020 - March 2021, North Wales, PA

- Promote a user-centered design process within digital engagement teams to meet vaccine marketing objectives for web and mobile projects
- Apply user research to inform design direction and prioritization of features and content strategy
- Deliver responsive redesigns to increase usability and produce a more versatile design system

Wayfair / Product Design Lead - Promotions UX

Oct 2019 - Feb 2020, Remote

- Lead design projects with a cross-functional team of product owners and engineers to clarify consumer product promotions and holiday shopping experience
- Conduct user research sessions to validate hypotheses on user priorities and inform design direction
- Apply design pattern to mobile and responsive web designs for better consistency and accessibility

SimpleTire / UX Design Manager

Aug 2017 - Oct 2019, Trevose, PA

- Supervise design and front-end development team launching e-commerce features, improve process for better usability, and establish accessibility remediation plan
- Identify UX issues through observational data using HotJar and evaluate KPIs with Google Analytics
- Create wireframes and responsive prototypes to test designs and iterate with development team
- Evaluate quantitative and qualitative research findings from A/B tests to inform design direction

GR8 People / UX Designer

Feb 2016 - Aug 2017, Newtown, PA

- Plan new features for a job applicant tracking system using data visualization and engagement metrics
- Create wireframes to optimize product workflows and explore opportunities for mobile use cases
- Partner with development team to improve usability and UI consistency

ZS Associates / UX Designer - Consultant

June 2015 - Jan 2016, Philadelphia, PA

- Write heuristic reviews and produce wireframes of dashboards and data visualizations to enhance client relationships
- Consult with clients to determine business problems and define project goals

PipelineDeals / UX Designer

Jan 2015 - May 2015, Wayne, PA

- Create wireframes and design strategy to increase value of a growing CRM app
- Improve UX by evaluating common use cases with product management
- Collect client input on new features to determine user value and prioritize ideas

Vanguard / UX Designer and Researcher

Oct 2011 - Jan 2015, Malvern, PA

- Apply behavioral economics research to design innovative UI encouraging people to enroll in retirement plan, increase contributions, and learn about financial wellness
- Define UX design direction as brand ambassador on cross-functional global brand team

- Lead award-winning responsive web and mobile projects resulting in increases in user investment knowledge, retirement plan enrollment, and contribution rates
- Conduct moderated user testing with clients to evaluate mobile app navigation and interface design
- Design UI patterns and prototypes to modernize internal tools and optimize Intranet workflows

Project Management Institute / Web UI Designer

Nov 2009 - Sep 2011, Newtown Square, PA

- Create wireframes, storyboards, design prototypes for user testing and product development
- Present solutions to executives demonstrating UX value to organization goals and PMI member needs
- Conduct user research and segment groups for the marketing strategy and technology delivery teams

Expensewatch / UI Designer

Jan 2008 - Dec 2008, Conshohocken, PA

- Design new features and establish UI patterns for an enterprise expense management app
- Present UI solutions to design director and engineering lead to apply more consistency
- Produce HTML and CSS prototypes with developers for test and production environments

LRA Worldwide / Marketing Designer

Nov 2005 - Aug 2007, Horsham, PA

- Manage website and collaborate with outside consultants to improve organic search results
- Redesign Flash-based site navigation and rebuild in HTML/CSS to improve usability and SEO
- Design site content and email marketing campaign to improve brand consistency across channels

Education

Bucks County College, Newtown, PA

Associate of the Arts, Visual Design Communications; May 2003

Pennsylvania State University, State College, PA

Bachelor of Science, Psychology - Industrial/Organizational; May 2000

Skills

Design

Adobe Creative Cloud (XD, Photoshop, Illustrator), Sketch, InVision

Research

Moderated and Unmoderated User Testing, A/B Testing, HotJar, UsabilityHub, Optimizely, Google Optimize and Analytics

Production

Web Standards, HTML5, CSS3

Publications

IEEE Technology and Society Magazine: Rosenberger, Robert. "An Argument Against 'No-Look Texting' While Driving." IEEE Technology and Society Magazine Vol. 32 Num. 1 Spring 2013: 53-59.

[UXMatters.com](#): Spectrum of Visual User Interface Design; Do Mobile Operating Systems Need a Screen That Lets Users Choose Web Browsers?