

EVAN SOBINOVSKY

UI/UX STRATEGIST

Education

Youngstown State University
BFA: Graphic + Interactive
Design 2008-2013

Sectors

Education
Healthcare
Manufacturing
Financial Services
Property & Casualty

Patent

US11367132B1
Systems and methods for
generating personalized
accounting analysis videos

Awards

PGH365: AIGA Pittsburgh's annual
design competition and exhibition.
Top 50 best of show

2012 Adobe Design Achievement
Awards
Print Communications,
Semifinalist

About

Multidisciplinary Designer offering a versatile set of creative skills. I enjoy working with cross functional teams to deliver best in class, meaningful user experiences.

Experience

USAA

Lead Designer for Property and Casualty Experiences 2017 - Present

Responsible for leading and mentoring a team of designers tasked with implementing the future vision of USAA's insurance products. Responsible for facilitating sessions with cross functional teams to align and build highly competitive insurance solutions that are scalable and make USAA the provider of choice. Daily duties include whiteboarding, wireframing, prototyping, creating service blue prints, customer journey mapping exercises, facilitating HCD design thinking sessions and sprints.

USAA

Senior Designer for USAA Federal Savings Bank 2016 - 2017

Developed personalized digital banking and investing experiences that encouraged savers to become investors. This initiative increased CTR performance, new product acquisition and member retention. Other responsibilities included leading a full cross team while driving alignment through implementation. Additional services included UI/UX omni channel guidance informed by quant and qual insights while identifying opportunities to support both, new and existing experiences. Daily responsibilities include whiteboarding, wireframing, prototyping, customer journey maps, facilitating HCD design thinking sessions, sprints and critiques.

THE PRODIGAL COMPANY

Sr. UI/UX Web Developer 2013-2016

Responsible for research, development, and deployment of all interactive and digital applications. This includes all digital advertising campaigns, SEO, SEM, analytics, reporting, UI/UX, and front-end development. Facilitated workshops to understand client needs in order to produce actionable strategies for development. Conducted rigorous testing to ensure proper responsiveness and functionality of applications.

YOUNGSTOWN STATE UNIVERSITY MARKETING & COMMUNICATIONS

Graphic + Interactive Designer 2012-2013

Responsible for branding collateral, development of interactive and digital applications. This includes all digital advertising campaigns, analytics, reporting, front-end development. Other duties included market research, pre press design, videography, photography.

CHICAGO 48

UI/UX Web Developer 2011-2012

Responsible for developing Front-End and Back-End solutions for Joomla and Drupal. Required to produce all in one solutions to fit the experience, branding, and custom needs for each client. Provided clients training and tutorials on their CMS of choice post development. Projects involved: HTML, CSS, jQuery, API, and MySQL.

Services

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|--------------------------|-----------------------------|
| A11y Design | Information Architecture |
| API Data Integration | Interaction Design |
| Behavioral Design | Rapid Prototyping |
| Conversational Design | Service Blueprints |
| Creative Direction | Usability Testing |
| Customer Journey Mapping | User Experience Design (UX) |
| Data Visualization | User Interface Design (UI) |
| HCD Facilitation | UX Research (Qual + Quant) |

Toolkit

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|------------|----------|-------------|
| Adobe | InVision | Slack |
| Drupal | Joomla | Tumult Hype |
| Figma | Mural | UserZoom |
| Glass Box | Rally | Wordpress |
| Grid Space | Sketch | |

Vendor Collaborations

| | | |
|-------------|------------|-------------|
| Bolt | Idomoo | Morningstar |
| Compare.com | LexisNexis | Noblr |
| Experian | MOBI | TrueCar |