



# EVAN SOBINOVSKY

DESIGN LEADER

## ABOUT

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

## EDUCATION

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

## SECTORS

- Education
- Healthcare
- Manufacturing
- Financial Services
- Property and Casualty

## PATENT

US11367132B1  
Systems and methods for generating personalized accounting analysis videos

## AWARDS

BX Award Winner for Ground Breaking Experience

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

2012 Adobe Design Achievement Awards  
Print Communications, Semifinalist

evansobinovsky.com



## USAA

Lead Designer for Property and Casualty Experiences 2017 - Present

Responsible for leading and mentoring a team of designers tasked with delivering the future experience for 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 user research, measuring business value, prototyping, service blueprinting, customer journey mapping, and facilitating human-centered design thinking (HCD) sessions with stakeholders. Facilitating design through development, inception and refinement.

## USAA

Senior Designer for USAA Federal Savings Bank 2016 - 2017

Developed personalized digital banking and investing experiences that encouraged savers to become investors. Our solutions increased click-through rate (CTR) performance, new product acquisition, and member retention. Other responsibilities included leading a full cross-functional team while driving alignment through implementation. Additional services included user research, user interface (UI), and user experience (UX) omnichannel guidance informed by quantitative and qualitative insights. We identified opportunities to support both new and existing user experiences. Daily responsibilities included whiteboarding, wireframing, prototyping, customer journey maps, facilitating HCD design thinking sessions, design 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 and brand strategy. This includes all digital advertising campaigns, SEO, SEM, analytics, reporting, user interface (UI), user experience (UX), and front-end development. Facilitated workshops to understand client needs in order to produce actionable strategies for development. Conducted user testing to ensure all products achieved our agency standards for proper responsiveness, functionality, and overall stable and accessible user experience.

## 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 develop end-to-end solutions to fit the unique requirements of each brand and service per client. All projects were completed within a 48-hour turnaround time. Provided clients training and tutorials on their CMS of choice post-development. Projects involved: HTML, CSS, jQuery, API, and MySQL.

## SERVICES

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

## CURRENT TOOLKIT

- |            |          |             |
|------------|----------|-------------|
| Figma      | InVision | Tumult Hype |
| Glass Box  | Mural    | UserZoom    |
| Grid Space | Sketch   | OpenAI      |

## VENDOR COLLABORATIONS

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