

EVAN SPRING

evanspring.com • evanspring1@gmail.com • 347-439-0457 • Staten Island, New York

Lead UX Designer

Full Time
07.20 to Present

Saatchi & Saatchi Wellness Publicis Health

- Lead UX design work on major programs and multiple workstreams in collaboration with visual designers, account managers, content strategists, tech leads, copy writers and project managers.
- Execute designs for websites, interactive videos, chat-bots, IVA's and emails that are consistent with brand guidelines, technical requirements, analytical insights and client feedback.
- Mentor and coach UX Apprentice with a focus on professional skills development, foundational ux principles, internal processes and industry best practices.
- Provide UX deliverables including wireframes, sitemaps, websites audits, users flows, interactive prototypes and client presentation decks.
- Develop functional requirements documentation and annotated mock-up's to clearly communicate features and functionality to developers and cross-divisional partners.

UX Designer

Full Time
10.17 to 07.20

Weber Shandwick Interpublic Group

- Led UX design on multiple workstreams for various brands within the consumer healthcare, pharmaceutical, information technology, food and beverage industries.
- Applied market research, data analytics, usability testing and UX best practice methodologies to formulate strategic insights for small and large-scale projects.
- Produced and presented UX design deliverables to clients including user personas, user journeys, competitive analysis, site maps, wireframes, interactive prototypes and experience strategy presentation decks.
- Conducted comprehensive website audits, deliver annotated functional requirements and performed user acceptance testing on staging sites prior to deployment.
- Collaborated daily with project managers, digital producers, content strategists, developers and copywriters to ensure that our product releases were timely and maintained a high standard of quality.

UX UI Designer

Freelance
07.17 to 09.17

Brooks Brothers

- Full ownership of UX/UI strategies and overall design direction of the Brooks Brothers website Product Innovation pages.
- Designed and delivered high-fidelity wireframes and interactive prototypes optimized for all devices.
- Supported Project Managers to determine immediate and long-term user experience goals and strategies that were in-line with the existing website roadmap.
- Collaborated with designers, copywriters and developers to ensure the overall experience, interactive features and assets met all design and functional requirements.

UX UI Designer

Freelance
11.16 to 07.17

PSFK • Adaptable Security • Care Parent Network

- Produced UX deliverables including high-fidelity wireframes, user flows and site maps to effectively communicate user interaction and design concepts with internal partners.
- Redeveloped information architecture, content strategy and functionality with a focus on improving usability and optimizing the users path-to-purchase to increase conversion.
- Participated in daily stand-ups and collaborated closely with stakeholders, visual designers and development teams to develop UI features and assets that were consistent with the brands image.

Tools

Software

Sketch • Invision • Adobe XD • Omnigraffle • Photoshop • Miro • Slack • Teams • Jira

Education

General Assembly

User Experience Design
New York, NY

Fashion Institute of Technology

Bachelors of Fine Arts
New York, NY