|  |  |  |
| --- | --- | --- |
|  |  | Cary Evans cary@spurhouse.com | portfolio: https://caryevans.me | m: 408.966.5935 | Encinitas, California  |
|  |  |  |
|  |  | Principal  |
|   |  | SpurHouse, San Diego - Apr. 2019 - Current* Spearheaded research in customer behavior and usage patterns to discover unmet customer needs presenting findings to CEO and executive staff.
* Developed UX wireframes/concepts addressing market opportunities, increased conversion, and improved customer satisfaction.
* Performed heuristic evaluations, interpreted heat-map data for consumer behavior insights, researched competitive landscape for new products, and created journey maps
* Created new product offerings for clients by working cross-functionally with Business Units, Marketing, and Engineering
* Drove usability testing to evaluate new products and ease-of-use.
 |
|  |  | VP, Customer Experience; VP, UI/UX & Development  |
|  | Axos Bank, San Diego - Sep. 2016 – Apr. 2019* Managed, grew, and coached a team of 12 UX designers and front-end developers.
* Led the user experience and design from the ground up for the company’s new web and mobile banking platform used by over 300,000 customers.
* Led the redesign and rebrand of corporate website merging over 5 disparate web properties, 250+ pages into a consistent rebranded user experience.
* Drove the product roadmap, strategic vision, and execution in collaboration with the Business Units, Marketing, Engineering, Customer Support, and Compliance.
* Defined and implemented usability testing and a user-centered design process to improve the customer experience and address accessibility via WCAG 2.0 compliance.
* Defined customer segments and created screeners, and recruited for usability testing.
* Implemented efficiencies and consistency across product lines, platforms, and devices through a design process, design system, and style guides.
 |
| . |  | User Experience Consultant, Various Companies  |
|  | Intuit, San Diego - Mar. 2010 – Sept. 2016* Performed contextual inquiries to understand target audience and unmet needs.
* Mentored and coached teams through user-centered / design thinking process.
* Designed a social media content curation product that produces advertising components that increased conversion over 15%.
* Coded front-end of using Angular, JavaScript, JQuery, Less, CSS, HTML.
 |
| . |  | Qualcomm, San Diego* Created recruitment criterial, screeners, and
* Led the design of an Android / mobile application for managing a networked home environment and headless devices.
* Worked with customers and engineers to test and evaluate concepts.
* Designed and prototyped desktop communications application (think Skype).
 |
| . |  | Tandem Diabetes Care, San Diego* Designed web-based graphing and data-visualization solution aimed at improving the care for patients with diabetes.
* Developed front-end code for the web-based application with Ajax, JavaScript and HTML
* Documented designs for 501(k) clearance and FDA approval.
 |
| .  |  | Thermo Fisher (Life Technologies), Carlsbad * Led the re-design effort for the checkout process for Invitrogen.com, a site with over $1 billion dollars in revenue
* Designed key product configuration experiences, including a custom gene synthesis/DNA sequence editor and custom media ordering system
* Organized and facilitated customer research including field visits and usability sessions for ideation and concept testing
* Led the customer “Top 10” complaints, a project dedicated to initiating site improvements for the top customer issues aggregated from sources across the company
 |
|  |  | Co-Founder ChatMap LLC, San Diego - Feb. 2015 – Feb. 2016* Designed a collaborative map and communication application for iOS including interactions, prototypes, wireframes, iconography and customer facing assets.
* Led field research, usability and beta testing programs.
 |
|   |  | Sr. User Interface Designer Nokia, Carlsbad - Jun. 2013 – Jan. 2015* Designed new Android driving app utilizing vehicle diagnostics codes, mapping information, and driver performance.
* Conducted customer interviews and drive tests for iPhone and Android apps
 |
| . |  | Principal User Interface Designer Intuit, San Diego - Jan. 2006 – Mar. 2010* Led the design effort for TurboTax, a $1 Billion+ per year SaaS and desktop application
* Spearheaded the “TurboTax UI Guidelines” creating TurboTax’s first design system.
* Responsible for "upsell" designs and increased conversion achieved through innovative events including crowd sourcing and competitions - Exceeding $100 million in revenue
* Initiated and led the creation of a new product offering, fafsa.intuit.com, opening the door to solutions in the education space - Organized research, produced wireframes, created prototypes, facilitated usability sessions, and coded the UI.
* Selected to be a "Innovation Catalysts" in recognition of consistent innovative thought leadership to facilitate teams to deliver customer centered solutions
* Consistently requested from top executives to lead programs that required cross-organizational innovation and growth opportunities
 |
|  |  | User Interface Designer eBay, San Jose - Sep. 2004 – Jan. 2006* Collaborated with product managers and business divisions to develop scalable designs on projects related to "finding and buying", natural search, affiliate and customer acquisition.
* Led design efforts for eBay Reviews & Guides (reviews.ebay.com), a high-profile, customer activity and natural search related initiative used by millions of eBay customers.
* Created wireframes, low and high fidelity prototypes, and other assets used for the design process, user testing, and documentation for engineers
 |
|  |  | Masters in Human Computer Interaction – Carnegie Mellon University, Pittsburgh |
|  |  | Bachelors in Economics – University of California, San Diego |
| Awards / Interests |  | C|net Editors Choice Award - TurboTax Home & BusinessFounder of Dirtbikeswithdad.com – Family camping and riding – 70+ members5+ patents filed and pending in the technology industry2nd Place - San Diego County Homebrew CompetitionHobbies: Dirt biking, surfing, soccer, running, home-brewing, gardening, welding, reading,and building/making almost anything. |
| Languages, Programs &Methods |  | **Languages**Angular 1.3Bootstrap / Bulma / FoundationCSS / SASS / LESSHTML5JavaScript / jQueryPHP / MySQL / SQLVueJS | **Programs**Adobe Creative SuiteAffinity Designer / PhotoSketchGitInVisionVS Code / Brackets | **Methods**Cognitive WalkthroughContextual Inquiry Design ThinkingGOMS Heuristic EvaluationPersonasWireframes |