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|  |  | Cary Evans  cary@spurhouse.com | portfolio: https://caryevans.me | m: 408.966.5935 | Encinitas, California | | |
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|  |  | 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 1.3 Bootstrap / Bulma / Foundation CSS / SASS / LESSHTML5JavaScript / jQueryPHP / MySQL / SQL VueJS | **Programs**Adobe Creative SuiteAffinity Designer / PhotoSketchGit InVision  VS Code / Brackets | **Methods**Cognitive WalkthroughContextual InquiryDesign ThinkingGOMSHeuristic EvaluationPersonasWireframes |