

Cary Evans

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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 criteria, 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 & Business
- Founder of Dirtbikeswithdad.com – Family camping and riding – 70+ members
- 5+ patents filed and pending in the technology industry
- 2nd Place - San Diego County Homebrew Competition

Hobbies: 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 / LESS
 HTML5
 JavaScript / jQuery
 PHP / MySQL / SQL
 VueJS

Programs

Adobe Creative Suite
 Affinity Designer / Photo
 Sketch
 Git
 InVision
 VS Code / Brackets

Methods

Cognitive Walkthrough
 Contextual Inquiry
 Design Thinking
 GOMS
 Heuristic Evaluation
 Personas
 Wireframes