

EVAN COWELL

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Work Experience

Roblox • *UX Design Consultant, 2020 – Present*

As a design consultant, I've supported several product teams in shipping and defining multiple features. Some notable work:

- Designed and defined guidelines for onboarding templates and tooltips, contributing components and documentation to Roblox's design system and to initiatives of multiple teams
- Analyzed data and user research to outline best practices, triage tickets, and inform engineering roadmap for Roblox's desktop universal app and Windows client
- Worked alongside Trust and Safety to design COPPA and ESRB compliant forms
- Lead redesign of Roblox's Jazwares website, working closely with Business Development, Marketing, and outside business partners

Hawaii United Okinawa Association • *UX Design Consultant, Jan – March 2020*

- Defined SEO guidelines and strategy to promote the organization's work and outreach
- Created wireframes and high level structure for HUOA's website redesign as a foundation for incoming designers

Vibio.io • *UX Designer and Researcher, Nov – Dec 2019*

Vibio.io was an interactive video resume platform in early stages of development.

- Worked directly with the founder and small team of designers to develop first ever UX and product design flows for the business
- Conducted market research and user surveys to inform design and product features; presented results and recommendations to the founder

IMVU • *Marketing Designer, 2017 – 2019*

IMVU is a 3D avatar-based social network.

- Developed branding and visual standards for marketing campaigns and initiatives
- Created hundreds of visuals for marketing materials, social and acquisition campaigns, and app store images seen by millions around the world
- Lead research and developed guidelines from the ground up for IMVU's new video content program, which included SEO, outreach, and visual standards for YouTube and Twitch programming
- Developed international design content standards for product launch in South Korea
- Pushed for diverse and inclusive representation of avatars in promotional material

Whole Foods • *Team Member/Store Marketing, 2014 – 2017*

- Worked with vendors to develop targetted advertisements for in-store customers

Freelance • *Graphic Designer & Outreach Consultant, 2006 – 2013*

- Provided design services to individuals, businesses, nonprofits, electoral candidates, and events
- Worked closely with clients to develop networking and outreach efforts to improve engagement with local communities

City of Stockton • *Confidential Administrative Assistant, 2010*

- Worked on the city's official website redesign in a resource-strained environment, which included regular self organization and coordination with multiple departments
- Designed outreach and event materials promoting city initiatives

Hello!

I am a UX designer with a love for collaboration and community. I can't wait to make something with you.

Design Tools

Figma
Sketch
Adobe CC: Photoshop, Illustrator, After Effects

Achievements

Record Producer
Performing Artist + Band Member
US Congress Intern
Educational Volunteer
Eagle Scout

Interests

Music Production
Sound Design
Video Production
Tech History
Retro Gaming
Tinkering/Learning
Animals (especially my cat)

Education

General Assembly San Francisco
UX Design, 2019

University of Pacific
Business Entrepreneurship courses, 2012

University of San Francisco
BA Graphic Design, 2009

San Joaquin Delta College
Philosophy courses, 2007