

Evan Robert Miller, Principal UX Designer

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Summary:

- Over 15 years of experience designing and delivering user-facing applications for the web..
- Detailed understanding of user experience and **user interface design** for web and mobile applications.
- Expert knowledge of **design system architecture**, utilizing style guides and atomic design patterns to create consistent, maintainable, accessible user experiences.
- Passionate about building user experiences informed by **user research**, utilizing **design thinking** to build user personas and journeys that produce measurable results.
- In-depth knowledge of user facing front end development, with a strong understanding of the technical aspects of web design from conception to delivery and beyond.
- Experienced with WCAG 2.1 AA level **accessibility compliance**.
- Passionate about creating web applications that **achieve business objectives and delight end users**.

Professional Experience:

PerkSpot

Since I started working at Perkspot in 2014, the company has grown from just a dozen employees to over 150. For eight years I've been the primary voice for design at PerkSpot, instrumental in building the user experience our clients and members enjoy today. In 2018, we secured over \$60 million in external funding. As the company has grown, my role has evolved:



Principal UX Designer

2021-Present

- Promoted in 2021 to manage a small and growing team of UX designers and design contractors.
- Focus on building and managing PerkSpot's design system, style guides and development UI kits.
- Implemented a UX designer workflow, outlining how UX designers should interact with stakeholders, product managers, developers, and QA engineers.
- Leading user research efforts, conducting interviews and building user personas alongside our Product team.
- Responsible for establishing and overseeing design and accessibility standards for all PerkSpot technology products.

Notable Projects:

- Redesign of PerkSpot's primary navigation based on business objectives and user research.
- Designing and implementing a modern CMS solution to allow PerkSpot content managers to better curate web content independently.
- Designing a refreshed front end for the PerkSpot Discounts Portal utilizing the CMS.

Lead Designer

2014 - 2021

- Handled all design responsibilities for PerkSpot Product, Technology and Marketing.
- Built the PerkSpot visual brand identity, created marketing materials, sales presentations, etc.
- Primary user experience designer and front end developer, handling CSS and HTML for all PerkSpot web products.
- Gradually transitioned from a broad design and UI engineering role to one increasingly focused on User

Experience Design as the company grew.

Notable Projects:

- PerkSpot Discount Portal Redesign (2015)
- PerkSpot Weekly Perks Email Design (2015)
- PerkSpot Brand Refresh (2015)
- PerkSpot.com Wordpress marketing site redesign (2015)
- PerkSpot Rewards and Recognition platform (2016)
- Integrated e-commerce cart/checkout functionality with rewards points system for PerkSpot Discount Portal (2017)
- Redesign of the PerkSpot logo, currently displayed on the side of 320 W. Ohio St. in Chicago (2018)
- PerkSpot Rewards and Recognition platform admin redesign (2020)
- PerkSpot.com Wordpress marketing site redesign (2021)
- Integration of 3rd party ticket purchasing on PerkSpot Discounts Portal (2021)
- PerkSpot Mobile App (2021)

Northern Trust

Senior Web Designer



2012-2014

- Assisted in retrofitting legacy CMS software to accommodate modern responsive web design.
- Oversaw and developed the Northern Trust brand on various web properties and applications, including the Northern Trust Open event website.

Cappex.com

Senior Web Designer and Developer



2010-2012

- Front end HTML/CSS designer and developer for Cappex web products including Cappex.com, ScholarshipSpotlight.com, CollegeGreenlight.com and MeritAid.com.
- Responsible for design on all marketing related materials for all Cappex products, including: web applications, direct mailing campaigns, brochures, information packets, case studies, convention booths/stands, email campaigns, white papers, infographics and outreach presentations.

Web Works

Senior Web Designer



2008-2010

- Worked closely with small business owners nationwide to personally design and develop an average of 20 to 30 small business websites per month.

EvanArt LLC

Founder



2019-Present

- Started this small business as a side hobby, promoting and selling my artwork online and in shops around the Chicago area.
 - Developed an Instagram audience of over 12,000 Followers.
 - Developed EvanArt ecommerce web presence, including EvanArt.com and EvanArt.shop.
 - Exhibited at events around Chicago, including a summer 2021 solo show at Gallery Cafe in Bucktown.
 - Featured in TimeOut Chicago online magazine.
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Education:

Indiana University

Bloomington, Indiana - Graduated May 2008
Bachelor of Fine Arts
Certificate in Arts Administration



MIT Sloan Executive Education

Mastering Design Thinking Certificate, Industrial and Product Design (2020)



Skills & Expertise

User Experience Design

- Experienced building, implementing and maintaining a digital brand identity through the use of a Design System.
- Extensive experience creating rich, high fidelity prototypes which can be easily interpreted by Product Managers as well as Developers.
- Experience with user journey mapping, user experience research and analysis.
- Experienced with prototyping tools such as Figma, Adobe XD, Invision, Sketch & Miro.
- In-depth knowledge of Adobe Creative Cloud design tools.
- Experienced auditing web products for WCAG 2.1 AA compliance, and designing products from the ground up with WCAG Accessibility in mind.
- Proficient with project management platforms such as JIRA.

Development

- Expert knowledge of CSS, HTML, Javascript and various other technologies necessary for front-end web design.
- Extensive first-hand experience working with web developers to deliver polished, accessible, usable products and features.
- Passion for understanding the technologies that help user experience design succeed.