Eva Regelski <small>Cleveland, OH</small>

UX Designer | evaregelski.com | evaregelski@gmail.com | https://www.linkedin.com/in/eva-regelski/

Versatile UX Designer with a strong background in delivering user-centered experiences and designing intuitive interfaces. Extensive knowledge in product design encompassing visual design for web or mobile applications, user testing and research, and team leadership. Exceeds expectations by cultivating valuable relationships and collaborating effectively with stakeholders, management, team members, and clients.

EXPERIENCE

UX Designer - KeyBank
Consumer Expansion Super Squad | August 2022 – Present

- Launched 10+ meticulously orchestrated campaign journeys to deepen client relationships. Conducted comprehensive research, strategy, design, and testing throughout the entire process.

- Drove innovation by developing and implementing 5 new features and tools. These enhancements significantly improved efficiency and user satisfaction for both clients externally and team members internally.

- Expanded design exposure and engagement across teams by facilitating 5 design-thinking workshops for product teams and interns.

Lead UX Designer & Researcher - Mappa
Desktop and Mobile Web-based Game UI | Freelance | April 2022

- Conducted in-depth research methods including a comparative analysis and heuristic evaluation.

- Collaborated on 10 user interviews to construct personas and understand user needs and wants for a location-aware game.

- Led a collaborative design studio to create user flows, sketches, and wireframes for the first 3 days of gameplay.

- Led prototyping efforts and presented and handed off to the client high-fidelity mobile screens and a high-fidelity desktop prototype created in Figma.

Digital Marketing Specialist - Kinnect
Non-profit | August 2020 – December 2021

- Managed and implemented a re-design of the company website using WordPress.

- Designed donor communication strategy and materials, helping to raise $55k for the company.

- Designed, launched, and monitored social media strategy and content to grow Facebook, LinkedIn, and Twitter followings by 200%.

EDUCATION

General Assembly
January – April 2022
UX/UI Immersive

Case Western Reserve University
August 2016 – August 2020
Marketing Management major
Computer Science & Art minor
Alpha Phi Omega & Sigma Psi

TOOLS

Figma & FigJam
Adobe Creative Suite
Procreate App
Java
WordPress
Mailchimp
Tableau
HTML5 / CSS3
Google Analytics
Miro
JIRA
Confluence

SKILLS

User-Centered Design
Competitive Analysis
Site Maps
Affinity Maps
User Interviews
User Journey Maps
User Flows
Personas
Sketching & Wireframing
Prototypes
Component Libraries
Design Systems
User Testing
Visual Design
Interaction Design
UX Workshops