

Eva Regelski | UX Designer, Researcher

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UX Designer with 3+ years of experience in helping people by creating research-informed and tested, visually pleasing, and engaging user-centered experiences. As a former Marketing Associate with art and programming experience, I have an innate ability to empathize and understand target audiences, problem-solve, and collaborate effectively, allowing me to construct highly intuitive design solutions. Passionate about the human side of technology.

SKILLS

Technical Skills | Design Strategy, User Interface Design, Business Analysis, Heuristic Evaluation, Competitive & Comparative Analysis, Survey Creation, User Interview, Card Sort, Affinity Map, User Flow, Site Map, Persona, Collaborative Design Studio, Sketch, Wireframe, Prototype, Usability Test, User-Centered Design & Storyboarding

Software & Tools | Figma, Sketch, InVision, Balsamiq, G-Suite, Microsoft Office, Optimal Workshop, Miro, HTML, Java, WordPress, Adobe Photoshop & Lightroom, Procreate, Notion, Tableau, IBM SPSS Statistics, Google Analytics, HootSuite, Salesforce

EXPERIENCE

UX Designer | Rex | Remote | 04/2022-06/2022

- Redesigned travel recommendation website for start-up company. Conducted competitive analysis, market research, 10+ user interviews and 10+ usability tests to create a desktop prototype in Figma. Presented UX research and prototype directly to founder & CEO of Rex. Design concepts are currently being built by the client's developer team.

Lead UX Designer | International Aid Hackathon | Remote | 05/2022

- Winning team and Crowd Favorite - Design lead for a 3 day sprint in a cross-functional team with 6 software engineers and 1 other UX designer, conceptualizing and developing a site called "Robota" to help Ukrainian refugees find work in the US. Designed in Figma and coded using a MERN stack (MongoDB, ExpressJS, ReactJS, NodeJS).
- Created and led the research plan and kept the team on track, collaborative heavily with the developers. Facilitated 6+ user interviews, task analysis, competitive analysis, usability tests. Spearheaded the design phase by creating mobile sketches and wireframes in Figma to hand off to developers.

User Experience Design Immersive | General Assembly | Remote | 01/2022-04/2022

Successfully completed 500+ hours of intensive, remote training of full-cycle UX/UI methods with emphasis on research methods, UI Design, and rapid iteration. Implemented web and mobile design solutions for clients, individually as well as collaboratively.

- Mappa City** - Design Lead and Project Manager: Led the team of 5 for our design studio, wireframing, prototype on Figma for the UI and tutorial for a location-aware, browser based game. Conducted competitive analysis, game design best practices, user research with 10+ interviews and 10+ usability tests, 2 user personas, tutorial storyboard, sketching, user flows, site map, and delivered hi-fi mobile wireframes and a hi-fi desktop prototype. Design concepts are currently being built by the client's developer team.
- PetCo** - Design Lead and Project Manager: Led the team of 3 for the mid and high-fidelity prototype for a redesign of the PetCo app, including an employee CRM system and in-store service blueprint. Conducted market research, facilitated user research with 6+ users, 2 user personas, service blueprint, user flows, sketching, prototyping, and usability testing.
- Cleveland Candle Co.** - Solo project: Redesigned Cleveland Candle Co's desktop site to improve the information architecture of the product categories, improved the checkout process leading to an increase in online sales, and redesigned the home page to increase customer conversion rates. Conducted a card sort and survey with 30+ participants. Improved the usability of the site by creating a prototype in Figma that received a 100% satisfaction score compared to the 40% satisfaction score of the original site.
- ReCamera** - Solo project: Created and designed a mobile application to support photographers looking to buy and sell used photography gear. Streamlined this process by creating a mobile app prototype that curates suggestions, has easy filter and sorting options, and features to ensure purchase safety. Design decisions based on 5+ user interviews and 5+ usability tests.

Digital Marketing Specialist | Kinnect | Cleveland, OH | 08/2020 - 12/2021

- Managed and implemented a redesign of the company website using WordPress.
- Designed donor communication strategy and materials, helping to raise \$55k for the company in my first year.
- Designed, launched, and monitored social media strategy and content to grow Facebook, LinkedIn, and Twitter followings by 200%.

Advancement and ETN Intern | JumpStart Inc. | Cleveland, OH | 05/2019 - 08/2019

- Created a youth ambassadors program plan to recruit 10 students to help improve the Emerging Talent Network (ETN) program.
- Designed 15+ Excel spreadsheets to make employer and student data entry seamless.
- Designed 30+ flyers, graphics, and other PR materials to increase attendance of program events by 20%.

Marketing Associate | 121 Fitness Center | Cleveland, OH | 05/2019 - 08/2019

- Designed 20+ marketing materials including posters, flyers, and social media graphics.
- Created and scheduled weekly social media posts for Facebook and Instagram.
- Redesigned the corporate website using WordPress.

EDUCATION

General Assembly | User Experience Design Immersive | Remote | 01/2022-04/2022

Full-time immersive student in the UX Design program that included 500+ hours of training over twelve weeks with a hands-on approach to improving user-centered designs through ideation, prototyping, visual design, and information architecture. Delivered heuristic site reviews, competitive analysis, research insights, product sketches, and mockups.

Case Western Reserve University | Bachelor of Science | Cleveland, OH | 08/2016-08/2020

BS in Marketing Management, Minor in Computer Science, Minor in Studio Art, Dean's List.

- Public Relations Chair | Sigma Psi | 10/2017 - 05/2018
- Publicity Committee Head | Sigma Psi | 08/2018 - 10/2018

INTERESTS

Skiing, Gaming, Drawing, Digital and Traditional Art, Coding, Graphic Design, Human Centered Design, Design Thinking, User Experience Design, Interaction Design, UX/UI Design