

Evan Goncalo

PRODUCT DESIGNER

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508-496-0504

EDUCATION

Bachelor of Fine Arts (2014)

Graphic Design

University of Massachusetts
Dartmouth (CVPA)

Bachelor of Fine Arts (2014)

Digital Media

University of Massachusetts
Dartmouth (CVPA)

Associate in Science (2007)

Game Design

Bristol Community College

SOFTWARE

Sketch
Adobe XD
Figma
InVision
Abstract
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
HTML + CSS
MJML
Twig
Javascript + jQuery
Wordpress
CraftCMS
Contentful

SKILLS

Wireframing
Rapid Prototyping
Design Thinking
User Research
A/B Testing
Hi-fidelity Mockups
Clickable Prototypes
UI Design

VOLUNTEERING

Director of UX (2017-2018)

AIIGA Rhode Island

Fine Arts Chair (2015)

Bishop Connolly High School

Industry Expert (2009-2014)

Animation World Network

DESIGN EXPERIENCE

Lead Product Designer @ SmartPak (09/2020 — Present)

Senior Product Designer (08/2018 — 09/2020)

Senior Interactive Designer (03/2015 — 08/2018)

Digital design leader for the leading equestrian retailer. Provide high level vision for new product features and enhancements. Speak to design execution and deliverables with executive leadership. Responsible for full design journey: lo-fi wireframes, interactive prototypes, through developer hand-off. Have hired/mentored/managed 6 different direct reports.

KEY PROJECTS

Sitewide Design System, Product Class Redesign, Shipping Management, Billing Enhancements, CMS Rollout, Website Navigation, Supplement Wizard, Mobile Product Compare, Category Heroes, Visual Facets, AutoShip Manager, SmartPaks Manager, Supplement Order Control, Design Workflow, Email Process

Senior Designer @ TriMed Media Group (07/2014 — 03/2015)

Lead design teams on two bi-monthly, 52 page publications - coordinating writers, photographers, and designers. Created videos for conferences, webinars, and content marketing.

KEY PROJECTS

Email Marketing, Magazine Redesigns, Website Redesign, Production Workflow

Lead Designer @ Bare Tree Media (11/2012 — 03/2015)

Managed a team of five, assigned tasks, and reviewed design work. Led design on partner concepts. Created styleguides to ensure consistency in work created for licensed brands.

KEY PROJECTS

Creative Team Buildout, Production Workflow, KISS Mobile, Angel Cat Sugar Mobile, Star Trek Mobile, Three Stooges Mobile, Garfield Comic Builder

Creative Director / Owner @ Gamut.cc (11/2007 — PRESENT)

Grew part-time consulting business to ~30K in yearly revenue. Specialize in branding, email marketing, web dev, social media, SEO, and SEM.

Graphic Design Manager @ Gatehouse Media (09/2007 — 08/2008)

OTHER EXPERIENCE

Application Engineer @ Nuance (10/2008 — 05/2011)

Game Designer @ Hasbro (08/2008 — 10/2008)

Sr. QA Analyst @ Blue Fang Games (02/2007 — 09/2007)

Marketing Coordinator @ Turbine Games (08/2006 — 03/2007)