

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)

AIGA Rhode Island

Fine Arts Chair (2015)

Bishop Connolly High School

Industry Expert (2009-2014)

Animation World Network

DESIGN EXPERIENCE

Senior Product Designer @ EverQuote (06/2021 — Present)

Lead design on advisor tools for Eversurance, the new direct-to-consumer initiative. Conduct user research with insurance advisors, scope product features, design mock-ups and prototypes, and collaborate with developers.

KEY PROJECTS

OMNI Sales CRM, OMNI Notes, OMNI Commerce Engine, OMNI Agency Manager

Lead Product Designer @ Covetrus (06/2020 — 06/2021)

Integrated design processes post merger. Rolled out an eCommerce design system for all web products. Researched & designed a new supplement order experience. Created a mobile-first responsive home page design.

KEY PROJECTS

Design System, Homepage Redesign, Product Class, Supplement Order Control

Sr. Interactive / Product Designer @ SmartPak (03/2015 — 06/2020)

Digital design leader for the leading equestrian retailer. Provide vision for new product features and enhancements. Speak to design deliverables with executive leadership. Responsible for full design journey through developer hand-off. Have hired/mentored/managed 6 different direct reports.

KEY PROJECTS

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

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

Lead design teams on two bi-monthly, 52 page publications - coordinating design staff. Created videos for 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

OTHER EXPERIENCE

Creative Director / Owner @ Gamut Consulting (11/2007 — 06/2021)

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

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