

Evan Goncalo

PRODUCT DESIGNER

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508-496-0504

EDUCATION

Mastering Product Management
Summer 2022 Cohort
Reforge

Dual Bachelor of Fine Arts ('14)
Graphic Design / Digital Media
University of Massachusetts
Dartmouth (CVPA)

Associate in Science ('07)
Game Design / Creation
Bristol Community College

OTHER EXPERIENCE

Founder ('11-'21)
Gamut Creative Consulting

Application Engineer ('07-'11)
Varolii (Nuance)

Design Manager ('07-'08)
Gatehouse Media

Game Design Analyst ('08)
Hasbro

Sr. QA Analyst ('07)
Blue Fang Games

QA + Marketing ('06-'07)
Turbine Games

SOFTWARE

Figma + FigJam
Sketch
Adobe XD + Creative Suite
InVision + Studio
HTML + CSS
Javascript + jQuery
WordPress + WooCommerce
CraftCMS
Contentful

SKILLS

Wireframing + HiFi Mocks
Rapid Prototyping
Design Thinking
User Testing + A/B Testing

VOLUNTEERING

Director of UX ('17-'18)
AIGA Rhode Island

Industry Expert ('09-'14)
Animation World Network

DESIGN EXPERIENCE

Senior Product Designer @ Saks OFF 5TH (11/2021 — Present)

Managed rebrand project and developed design system for rollout. Lead design on personalization and marketplace initiatives. Responsible for hiring and design team management.

KEY PROJECTS

Site Rebrand, App Design Sprint, Resale Marketplace, Outfit Recommendations

Lead Product Designer @ Howl / Narrativ (01/2022 — Present)

Part-time contractor who leads designs on eCommerce platform for brands. Responsible for design system updates and design of all platform projects.

KEY PROJECTS

IO Flights, Targeting, Subscriptions, Product Exclusions, Lists, Referrals, Rate Tiers

Senior Product Designer @ EverQuote (06/2021 — 10/2021)

Led design on advisor tools for Eversurance, the new direct-to-consumer initiative. Conduct user research with advisors and developed roadmap.

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)

Led digital design for the leading equestrian retailer. Provided vision for new product features and enhancements. Present to executive leadership. Hired/ mentored/managed 6 different direct reports.

KEY PROJECTS

Shipping Management, Billing Updates, CMS Rollout, Website Navigation, Supplement Wizard, 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 and lead all design work. Developed styleguides and systems for faster production.

KEY PROJECTS

Creative Team Buildout, Production Workflow, Mobile Apps