EVAN SOBINOVSKY
DESIGN LEADER

EDUCATION

Youngstown State University
BFA: Graphic + Interactive Design
2008-2013

SECTORS

Education
Healthcare
Manufacturing
Financial Services
Property and Casualty

PATENT

US11367132B1
Systems and methods for
generating personalized
accounting analysis videos

AWARDS

USAA BX Award Winner for Ground
Breaking Experience

PGH365: AIGA Pittsburgh's annual
design competition and exhibition.
Top 50 best of show

2012 Adobe Design Achievement Awards
Print Communications, Semifinalist

evansobinovsky.com

ABOUT

Multidisciplinary Designer offering a versatile set of creative and strategic skills. I enjoy working with cross-functional teams to deliver best in class, meaningful user experiences.

USAA
Lead Designer for Property and Causualty Experiences 2020 - Present

Responsible for leading and mentoring a team of designers tasked with delivering the future experience for USAA's insurance products. Responsible for driving alignment through human-centered design practices to build highly competitive insurance solutions that are scalable and make USAA the provider of choice. Responsible for team adherence to design standards and best practices across all stages of the product development cycle while maintaining a collaborative partnership and expanding the capabilities of our design team.

USAA
Senior Designer for Property and Causualty Experiences 2017 - 2020

Led design and development for omni-channel solutions to support USAA's re-imagined insurance taxonomy. I effectively communicated design opportunities, market trends, and competitive insights by facilitating design workshops and stakeholder playbacks. Responsible for delivering updated user research, UX guidance, service design, and principle design, while also nurturing new business relationships and design talent. Responsible for team adherence to design standards and best practices across all stages of the product development cycle.

USAA
Senior Designer for USAA Federal Savings Bank 2016 - 2017

Led digital banking design initiatives that encouraged savers to become investors. Our personalized solutions increased click-through rate (CTR) performance, new product acquisition, and member retention. Led a full cross-functional team while driving alignment through implementation. Additional services included user research, user interface (UI), and user experience (UX) omnichannel guidance informed by quantitative and qualitative insights. We identified opportunities to support both new and existing user experiences. Daily responsibilities included whiteboarding, wireframing, prototyping, customer journey maps, facilitating HCD design thinking sessions, design sprints, and critiques.

THE PRODIGAL COMPANY
Senior. UI/UX Web Developer 2013-2016

Established and led a new digital design department, recruited emerging talent to deliver these new digital services to their clients, enabling them to thrive in a highly competitive digital marketplace. This eliminated all outsourced digital service expenses.

Daily duties included brand strategy, project management, research, development, and deployment of all interactive and digital applications. This includes all digital advertising campaigns, SEO, SEM, analytics, reporting, user interface (UI), user experience (UX), and front-end development. Led workshops to understand client needs in order to produce actionable, measurable strategies for development.

YOUNGSTOWN STATE UNIVERSITY MARKETING & COMMUNICATIONS
Graphic + Interactive Designer 2012-2013

Responsible for branding collateral and development of interactive and digital applications. This includes all digital advertising campaigns, analytics, reporting, front-end development. Other duties included market research, pre-press design, videography, photography.

CHICAGO 48
UI/UX Web Developer 2011-2012

Led a team that built front-end and back-end solutions for Joomla and Drupal. Required to develop end-to-end solutions to support unique requirements for each client's brand and service. All projects were completed within a 48-hour turnaround time. Provided clients training and tutorials on their CMS of choice post-development. Projects involved: HTML, CSS, jQuery, API, and MySQL.

SERVICES

A11y Design	Information Architecture
API Data Integration	Interaction Design
Behavioral Design	Project Management
Conversational Design	Rapid Prototyping
Creative Direction	Service Blueprints
Customer Journey Mapping	Usability Testing
Data Visualization	User Experience Design (UX)
Design Leadership	User Interface Design (UI)
HCD Facilitation	UX Research (Qual + Quant)

CURRENT TOOLKIT

Figma	InVision	Tumult Hype
Glass Box	Mural	UserZoom
Grid Space	Sketch	OpenAI

VENDOR COLLABORATIONS

Bolt	Idomoo	Morningstar
Compare.com	LexisNexis	Noblr
Experian	MOBI	TrueCar