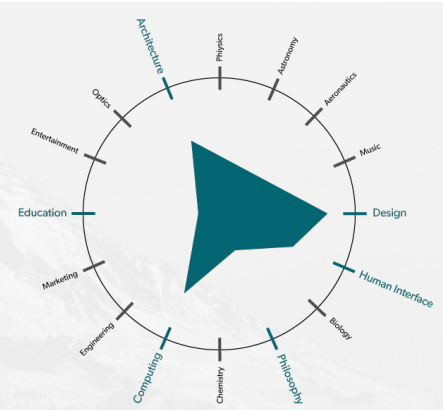


Eve Lalonde



Profile

Data-Driven, User-Centered Product Designer with 10+ Years of Experience

With **strong communication skills**, insight, and an intuitive perspective to creative solutions, Eve quickly understands the business goals and user needs. **Adaptable and curious**, Eve uses strategy and analytical skills to focus on the relevant design patterns and issues, create alternatives, and craft the best **data-informed** product solution.

Experience

Director of Product Design, Optimize Health

WA 2021

- Simplified a **complex application** for Remote Patient Monitoring with user and service maps, dashboards, and data visualization
- Collaborated with an executive team to define the SaaS product's positioning, vision, and UX
- Managed and mentored a team of mid-level and junior designers
- Utilized Object Oriented UX for project management and streamlining development

Principal / Lead UX Designer, Contract

WA 2018 — 2021

- Clients include Microsoft, Blue Origin, Rolls Royce, Kaiser Permanente, and Safe Auto
- Used **design thinking** to produce valuable and elegant **enterprise applications**
- Worked with **Agile** methodologies in Jira and Confluence
- Developed a specific tone and style for **software design** based on **pattern analysis**
- Collaborated with a team of eight designers to evolve and refine the **design system**, ensuring visual cohesion of the **interaction design** and engineering efficiency across all user touchpoints
- Articulated user-centered design solutions to engineers and business stakeholders
- Carried out assessments of existing **information architecture** and identified areas for improvement, including content audits, competitor analyses, and market research
- Modeled **flows** and **service blueprints** and defined information hierarchies
- Conducted and documented **quantitative** and **qualitative research**, generating meaningful insights that drove creative concepts
- Contracted for the responsive design of a **B2B eCommerce ad campaign management** dashboard for coaches to raise funds for teams, increasing fan merchandise sales by 21%

- Streamlined and coordinated an information interface to better support account managers in engaging customers for sales via **digital marketing** and **data management**
- Researched customer needs, pain points, and challenges; created and distributed user surveys
- Guided the authoring and **curating of content** on various platforms and interfaces; tested a marketing UI with pre-written copy templates to sell products via newsletters and **social media**

Senior Product Designer / Strategist, Freelance

NY 2002 — 2018

- Developed the strategy and **interface design** of dozens of products and mobile applications incorporating product development, graphic design, and design research
- Designed high quality, customer-focused **product roadmaps**, considering **technical constraints**, industry standards, business requirements, and **brand guidelines**
- **Collaborative facilitation** directly with executives, PMs, and engineering, focusing on **client retention**, **competitive product strategy**, and **concept development**
- Audited entire content ecosystems, delivering quality editorial evaluations, and **gap analysis**

Architect / Project Manager / Founder, LF Realty Investors

DC, NY 2004 — 2015

- Drafted at architectural firms for four years, then purchased and redesigned the architecture of luxury homes for market focus, selling for **9%—27% profit**
- Managed **scheduling**, estimating, budgeting, specifications, and documentation
- Leadership, **supervising**, and proactively communicating with subs, teams, and **32 employees**

Tools / Methods

Wireframes and mockups, Figma, Sketch, personas, prototyping for mobile apps and desktop, InVision, usability testing, use cases, task flows, typography, OmniGraffle, heuristic evaluations, HTML/CSS/JavaScript, KPIs/Google Analytics, and Adobe Creative Suite, Airtable, Userlytics

Certificates

Massachusetts Institute of Technology (MIT), Human-Computer Interaction (HCI)

General Assembly, User Experience Design Immersive, WA

Corcoran School of Art, Web Design/Electronic Publishing, DC

Education

The New School, BS, Design/Writing, NYC

Rhode Island School of Design (RISD), B. Interior Arch. coursework, RI

Montgomery College, AS, Architectural Studies/Project Management, MD