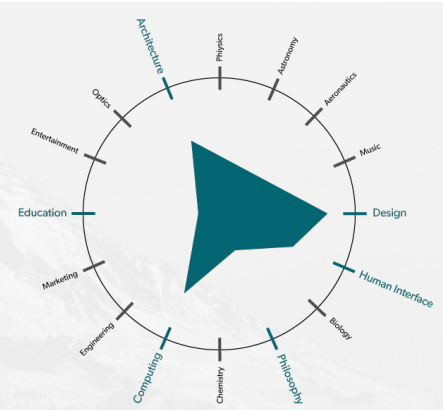


Eve Lalonde



Profile

Data-Driven, User-Centered Design Director with 10+ Years of Experience

With **strong communication skills**, insight, and an intuitive perspective on visual design and 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 elegant **data-informed** product solutions.

Experience

Director of User Experience, Contract

WA 2015 — present

- Clients include Microsoft, Blue Origin, Rolls Royce, Kaiser Permanente, and Safe Auto
- Used **design thinking** to produce valuable and complex **enterprise applications**
- Worked with **Agile** and lean methodologies in Jira and Confluence
- Developed specific styles for the software design based on **pattern analysis and design principles**
- Collaborated with teams to evolve and refine **design systems**, ensuring visual cohesion of the **interaction design** and engineering efficiency across all user touchpoints
- **Articulated the ROI** of experience-centered design solutions for business stakeholders
- Carried out assessments of existing **information architecture** and identified areas for improvement, including content audits, competitor analyses, and market research
- Mapped **flows and service blueprints** to define content hierarchy
- 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 via newsletters and **social media**

Lead UX Designer, Workiva

WA 2022 — present

- Created a **North Star strategy** for a fintech product specializing in corporate financial reporting
- Presented a refined **service design** and **top-down information architecture** to stakeholders
- Consulted with PMs and engineers on **data architecture** and **machine learning (ML) optimization**

Director of Product Design, Optimize Health

WA 2021

- Simplified a **complex application** for a remote patient monitoring startup product with service maps, dashboards, and **data visualization**
- **Collaborated** 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, streamlining development

Senior Product Designer / Strategist, Freelance

NY 2002 — 2015

- Developed the strategy and **interface design** of dozens of products and mobile applications, incorporating visual design, **brand guidelines**, Gestalt graphic design principles
- Designed high-quality, customer-focused **product roadmaps**, considering **technical constraints**, industry standards, and business requirements
- **Facilitated collaboration** with executives, PMs, and engineering, focusing on **conversion** and **retention**, competitive **product strategy**, and **concept development**
- Audited entire content ecosystems, delivering quality editorial evaluations and **gap analyses**

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, Adobe Creative Suite, Airtable, Userlytics, UserZoom, MUI

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