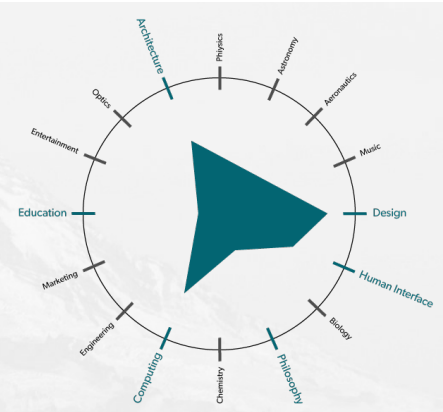


Eve Lalonde



Summary

Accomplished designer with eight years of experience in user-centered, data-driven design strategies focused on enterprise software solutions. Expert in leading cross-functional teams, employing analytical skills to resolve complex design challenges and drive product innovation. Committed to leveraging user research, design thinking, and Agile methodologies to deliver exceptional product outcomes.

Experience

Lead UX Designer, Workiva

WA 2022—present

- Formulated a North Star vision for fintech products, leading to a refined service design and improved information architecture that enhanced stakeholder engagement and product usability
- Integrated SME input on data architecture and machine learning (ML) features, optimizing the UX
- Advocated for integrating experience-centered design practices, effectively communicating ROI to stakeholders, and securing project buy-in
- Developed flows, service blueprints, and information hierarchies to enhance UX and navigation

Director of Product Design, Optimize Health

WA 2021—2022

- Oversaw the simplification of complex user interactions for an IoT healthcare startup, using service maps and data visualizations to improve UX and position the product competitively in the market
- Led a design team, nurturing talent and ensuring the delivery of projects aligned with business goals.

Lead Product Designer, Microsoft

WA 2021

- Produced the design vision for BrightWork, originally an internal PPM dashboard for impact analysis
- Led a team of eight designers, ensuring visual cohesion and efficiency across all user touchpoints
- Mapped a mental model to communicate user-centered design solutions effectively to engineers and business stakeholders, facilitating a shared understanding of user needs

Lead Product Designer, Indigo Slate

WA 2021

Clients included Microsoft, Rolls Royce, and Safe Auto

- Employed Agile and Lean UX methodologies to enhance collaboration and streamline project delivery, significantly improving team efficiency and product quality
- Developed and standardized mobile design patterns, improving visual consistency and productivity
- Conducted extensive user research, competitive analyses, heuristic analyses, and market research, informing data-driven design decisions and strategic planning
- Assessed the existing information architecture, identifying improvements through content audits, competitor analysis, and market research

Senior UX Designer, Blue Origin/Belcan WA 2019 — 2021

- Conducted quantitative and qualitative research, translating insights into strategic design decisions
- Designed wireframes, storyboards, and prototypes, visualizing complex data

Principal Product Designer, Web Designer, and CMS Developer WA 2004 — 2019

Clients include Kaiser Permanente, Seattle Yellow Cab, and Snap Raise

- Designed over two dozen websites and championed user experience initiatives for high-profile clients, startups, and small businesses
- Achieved significant conversion, including a 21% increase in sales through strategic redesign of a B2B eCommerce platform

Architect, Project Manager, & Founder, LF Realty NY 2004 — 2015

- Drafted at architectural firms, then purchased and redesigned the architecture of luxury homes for market focus, selling for 9%—27% profit
- Optimized hundreds of spaces for users and researched specifications, innovative materials, and sustainable construction methods
- Managed scheduling, estimating, budgeting, and documentation
- Led, supervised, and proactively communicated with contractors, teams, and 32 employees

Skills & Tech

Design: Gestalt Visual Design, Information Architecture, Content Design, Workshops

Research & Strategy: Service Design, User Personas, Usability Testing, Competitive Analyses

Methodologies: Agile, Lean UX, Design Thinking, Object-Oriented UX (OOUX), Service Blueprints

Leadership: Management, Stakeholder Presentations, Cross-Functional Collaboration

Web Technologies: HTML, CSS, JavaScript, MUI

Tools: Figma, Sketch, Adobe Creative Suite, Google Analytics, Airtable, Mural, Miro, Bubble.io

Certifications

Massachusetts Institute of Technology (MIT), Human-Computer Interaction (HCI) 2018

General Assembly, User Experience Design Immersive, WA 2018

Corcoran School of Art, Web Design/Electronic Publishing, DC 2001

Education

The New School, BS, Design/Writing, NYC 2015

Rhode Island School of Design (RISD), B. Arch. coursework, RI 2004

Montgomery College, AS, Architectural Studies/Project Management, MD 2002