# Evan Waetzman

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## PROFESSIONAL PROFILE

With more than 25 years of industry experience in UX strategy, UX design, and front-end development, I have a proven track record of being a leader and creating incredibly usable and cost-effective web sites. Through these experiences, I have become a trusted member of my teams and an excellent resource for the development and implementation of design and UX strategies.

## WORK EXPERIENCE

**Newrez**
Sr. Product Designer
2020-Present

Foundational member of the Newrez's Product Design (UX) team. Lead process improvement initiatives, created design system, and facilitated the development of components with IT.

**Vanguard**
Sr. UX Designer
2012-2020
2010-2012 (Contract)

Senior designer for an internal group whose purpose is to design technically feasible interfaces that are intuitive and desirable to the end user.

**Bryn Mawr Comm**
Sr. Web Dev/Designer
2006-2009

Lead Designer & Senior Web Developer & Graphic Designer for 5 separate companies under the BMC umbrella. Responsibilities included UI/UX design, email marketing, and print design.

**MBNA**
Designer (Contract)
2005

Long-term contractor tasked with designing and implementing learning and redemption ads for MBNA's On line Banking Rewards programs, specifically for the NFL Rewards Program.

**INS Diamond IP**
Software Engineer
2004-2005

Lead designer on the overhaul the GUI and User Experience for INS Diamond IP's software. Responsibilities included UI/UX design, web development, logo design, and project management.

**Lakefront Media**
Director of Web Dev
1996-2004

Founded and managed the Multimedia and Web Design Department. Responsibilities included UI/UX design, web and interactive development, print design, client relations, and project management.

## SKILLS

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|---|---|---|
| UX/UI Design/Strategy | Angular JS | Adobe CC |
| Figma | JavaScript | Agile Development |
| LUMA/Design Thinking | HTML/CSS | Multivariate Testing |

## ACHIEVEMENTS

**UX/UI Designer**
Transitions Redesign
2010-2013

Created and implemented a strategy to re-imagine the entire transaction so that users could easily self-prevision. The result was a 25% increase in online completions and a savings of over $5.1 million.

**UX/UI Designer**
Google Match
2015-2016

Created a custom application for Google so that their participants could easily set up their plan to max out their 402(g) savings and work on their 415 limit savings on line.

**Software Engineer**
NetControl/IPControl
2004-2005

Created a new UI & UX for these web apps to make them user-friendly. These award-winning products became industry favorites and the company was acquired by BT, partly on the strength of the software.

## EDUCATION

**Ithaca College**
Roy H Park School
Bachelor of Science
Corp. Communication
1992-1996

Dual concentrations in Instructional Design and Presentation Layout and Design. Extracurricular activities included Crew, Ad Lab Intercollegiate Competition, Instructional Design Competition, and the Ski Team.