

Evan Passero

Manager – UX Research & Design

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Objective

I want to build teams that are empowered to find new and inventive solutions to customer problems. I believe that great design is simple, intuitive, relevant, and personal. Teams that build to those principles will delight their customers and easily meet the needs of their clients.

Experience

Senior UX Designer | MAR 2020 - Present

ID90 Travel, Southlake, TX

- Develop usability tests to provide guidance & insights for product owners
- Visualize new features and enhancements across multiple channels
- Work with Marketing to develop SEO optimized landing pages
- Develop campaign collateral to match delivery platform best practices
- Conduct competitive analysis to recommend areas of enhancement

UX RESEARCH & DESIGN MANAGER | JUN 2017 - FEB 2020

Southwest Airlines, Dallas, TX

- Oversee implementation of cross-channel digital experience
- Assist channel and product owners in defining future opportunities and strategy
- Advocate best-in-class customer experience across multiple departments
- Develop biometric testing roadmaps to identify new opportunities, educate product owners, and validate design decisions prior to development.
- Manage multiple projects and facilitate delivery with shifting deadlines
- Mentor team members, provide on-the-spot coaching, and build growth plans

SENIOR UX DESIGNER | AUG 2016 - JUN 2017

UX DESIGNER | OCT 2014 - AUG 2016

Southwest Airlines, Dallas, TX

- Design modernized experiences for Low Fare Calendar, account management, kiosk accessibility compliance, and car bookings.
- Guide development efforts around building a scalable and reusable componentized design system.
- Consult with external developers to ensure a consistent digital experience for our Customers.

DIGITAL USER EXPERIENCE ENGINEER | JUL 2011 - OCT 2014

JCPenney, Plano, TX

- Design shopping interfaces for in-store kiosks
- Concept & test new shopping experiences leveraging eye tracking, VR, and RFID technologies.
- Design mobile Point of Sale systems for floor employees

Proficiencies

Design Tools

Adobe Creative Suite, Sketch, Axure, Marvel, Zeplin, InVision

Research Tools

iMotions

Project Tools

Wrike, Quickbase, Jira, Roadmunk, Trello, Slack

Awards

Marketing Star of the Month

Southwest Airlines – Jun 2016

Team of the Quarter – Q3 2013

JCPenney

Team of the Quarter – Q1 2013

JCPenney

Individual Achievement Award

JCPenney – Jun 2012

Education

DIGITAL DESIGN (B.A) | SEP 2006 - JUN 2011

University of Cincinnati - DAAP

PSYCHOLOGY (B.S) | SEP 2002 - MAY 2005

The Ohio State University