

Hello, I'm Eve

I'm passionate about building strong design teams, ensuring that the business needs are met through cohesive user experiences and high customer satisfaction.

17 years in design | 3 years focused on Enterprise



HackerOne

January 2021 to present

- Lead Product Designer
- Interim Manager
- 2 sided marketplace
- Enterprise
- D2C

- Lead designer on our fastest growing product (out of 7 products). Iteratively shipping pixel perfect, tested designs
- Lead designer on 1 newly acquired product, integrating them into the design system ecosystem
- Design mentor to mid & senior designers, ensuring high System Usability Scores before their releases
- Interim-manager for 5 months, when team was without; led the hiring process and job description for the new design director.
- Product Vision & Roadmap co-owner - creating alignment, artifacts, and communication strategy for internal and external stakeholders.
- Design team leader of culture and rituals, ensuring growth, continuous learning, and workplace fulfillment.

Palo Alto Software

August 2019 to January 2021

- UX Lead
- SMB market

- Led product design on two B2B products
- Mentored one other designer
- Designed and led research projects with customer success team; collaborated with data scientists on key top-of-funnel onboarding experiences as well as core feature work.
- Raised conversion rates of a pre-PMF product from 5% to 8%
- Iteratively shipped top-requested features for both products
- Migrated a design system from home-grown to Ant design components

Charlie Finance Co

January 2019 to August 2019

- Founding Designer
- Series-A startup
- D2C

As a founding designer, I led UX of product, taking most ideas from 0 to 1. Topics included persona development, onboarding attrition, gamification and referral programs, and core product work. Main focus was onboarding and increasing stickiness by building out and iterating on core features.

Frog Design

June 2017 to January 2019

- Interaction Designer
- Consultancy

I was an interaction designer working with start-ups, SMB, and Fortune 500s. I shipped pixel perfect designs and guided external teams in a human-centered design practice. I co-led workshops focused on systems thinking, and data driven decisions. I was on small teams, with rapid schedules, and we uncovered deep insights for each client, helping them develop focused strategy moving forward.

Education

Washington University 2000-2004
Bachelors of Fine Art, focus in visual communication & animation

New York University 2015-2017
Masters in Human Computer Interaction / Thesis on UX motion and user psychology

Skills

- Figma
- UI
- UX
- Prototyping
- Strategy & Vision
- Workshops
- Team building
- Stakeholder Mgmt
- Front-end code
- Adobe Suite
- Motion
- ChatGPT
- Design System
- Storytelling