

Angelo Ebenal

UX/UI | Product Design | Visual Design

I'm a passionate creative professional with 17 years of e-commerce experience in both a fast-paced agency environments and in-house with large scale companies. I specialize in UX/UI design as well as visual design. I revel in the challenge to combine the left and right brain in order to deliver beautiful and functional results. I thrive in collaborative environments and pride myself on my communication & people skills.

Experience

Loop Global / RenewAge | Los Angeles, CA Creative Director (Apr 2022 - Mar 2023)

Represented the marketing and creative teams for the series A funded EV charger company with only one employee

Contributed to the product design of the marketing website, mobile charging app and b2b web app for the company

Lead trade show initiatives including the 20ft x 20ft trade show booth design and production

Executed all digital and print design for Loop and their sister company, RenewAge

Eddie Bauer | Bellevue, WA UX/UI Designer (Mar 2021 - Apr 2022)

Only in-house product designer at the company

Designed and prototyped all new features and site layouts

Lead A/B Testing efforts on the Eddie Bauer side in collaboration with our 3rd party partner Blue Acorn ACI

Lead multiple large scale initiatives in collaboration with product dev team and marketing teams:
A complete revamp of the Rewards program, re-designed the global navigation, and optimized the buy online pick up in store functionality and processes

In charge of adding to and maintaining the Eddie Bauer design system

Nogin / Branded Online | Los Angeles, CA Associate Director of Creative (2018 to 2021)

Directing and executing UX/UI designs for 10-15 site launches/redesigns per year while strictly maintaining art direction and brand guidelines.

Utilizing data and analytics to develop wireframes, user flows, site interactions, testable prototypes and websites.

Auditing current stores, features and flows to hypothesize, test and develop UX/UI optimizations.

Managing a team of 5 designers responsible for all digital assets for 20+ clients.

Directing as well as executing marketing deliverables including web-assets, affiliate banners, social assets, email design, motion graphics and videos.

Liaison between brand management, clients and dev teams to ensure vision reaches production.

Research for emerging trends, industry standards, best practices, tools & techniques.

Onestop Internet | Los Angeles, CA Associate creative director (2014 - 2018)

Web/UX Designer (2008 - 2014) | Photo Editor (2008)

Managed a team of 6 designers in producing all digital assets for up to 30 clients.

Co-chair on the UX committee dedicated to researching, establishing and executing best practices on our sites.

Personally produced deliverables including full site design, marketing assets, wireframes, motion graphics, video production & fully interactive prototypes.

Conducted in-person and virtual user testing sessions using interactive prototypes.

Utilized data and analytics to identify problem areas to develop A/B testing hypotheses across email campaigns and websites.

Planned and designed A/B testing variations in collaboration with data and testing teams to deploy across email campaigns and websites.

Established email marketing design best practices through research and A/B Testing.

Clients

Lululemon

Hurley

RVCA

Kendall + Kylie

7 For All Mankind

Joes Jeans

BEBE

John Varvatos

Paige Denim

The Frye Company

Stetson

Charming Charlie

& 60+ more...

Skills

Web | UX Design

Wireframing

Interactive Prototyping

A/B Testing

User Testing

Graphic Design

Typography

HTML/CSS

Motion Graphics

Video Production

Photography

Design Systems

Tools

Adobe Creative Suite

Sketch

Invision Studio

Figma

Multiple ESPs

JIRA

WorkFront

Basecamp

Framer

WebFlow