

Evan Russum

Senior UI Designer · Product & Experience Design

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Professional Summary

Senior UI Designer with an M.S. in HCI. I craft end-to-end mobile product experiences for loyalty and rewards, specializing in interaction design, user research, prototyping, and cross-functional delivery. I partner closely with product, engineering and marketing to turn research into designs, drive usability testing, and ship measurable features to production.

Professional Experience

Senior UI Designer | PDI Technologies, Inc.

July 2020 – Present · Seattle, WA (Remote)

- Lead UX and interaction design for customer-facing mobile reward apps (Fuel Rewards, GasBuddy and convenience retail clients): create user flows, wireframes, interactive prototypes and high-fidelity visual designs that define product behavior.
- Conduct user research and usability testing (remote & in-person), synthesize findings into design direction, iterate prototypes and implement changes that improve task completion and reduce friction for core journeys (rewards redemption, location discovery, card linking, sweepstakes).
- Drive design decisions with cross-functional teams, run design reviews with product managers and engineers, translate requirements into design specs, and support engineering during implementation to ensure pixel-accurate and usable interactions.
- Create and maintain component patterns and interaction guidelines to ensure consistency across app features and speed up implementation for new releases.
- Produce store-ready screenshots and assets when needed to meet app-store requirements and tight release timelines.

Design and Innovation Intern II | City of Dallas

Jan 2020 – May 2020 · Dallas, TX

- Coached assistant directors in human-centered design and redesigned the city's online utilities payment website (ePay) to improve usability and task completion.

Variable Data Specialist | Varispark

July 2016 – Jan 2020 · Farmers Branch, TX

- Designed web and UX for cross-media campaigns and customer online stores; built and managed Microsoft SQL Server databases and SQL queries for in-house and client solutions.

Education

M.S. in Applied Cognition and Neuroscience — Human-Computer Interaction Concentration

University of Texas at Dallas, 2017–2020

B.A. in English — Texas Tech University

Skills & Tools

UX & Design:

Interaction Design, User Flows, Wireframing, Prototyping, User Research, Usability Testing, Heuristic Evaluation, Information Architecture, Design Systems

Front-end / Dev:

HTML/CSS, JavaScript, Python, SQL, Git, Visual Studio, CSS frameworks (Bootstrap / Foundation)

Tools:

Figma, Sketch, Adobe CC, InVision, SQL Server, Firebase/App Distribution, Postman