# Evan Russum
## UX Designer & Researcher

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## Professional Experience

**Design and Innovation Intern II |** City of Dallas, Dallas, TX                                      **January 2020 – Present**

Provided support and coaching on the human-centered design process for two teams of City of Dallas Assistant Directors as each incorporated the process to research and design solutions toward one of the six strategic priorities identified by Council and City Manager. The two priorities my teams designed for was Government Performance and Human and Social Needs.

- Helped Assistant Directors to understand human-centered design and its benefits.
- Provided answers and support regarding discussion, interviews, secondary research, design methods, field research, and prototyping.
- Redesigned the city's online utilities payment website (ePay).

**Variable Data Specialist |** Varispark, Farmers Branch, TX                                      **July 2016 – January 2020**

Provided support and systems for our variable data production team that included: creating and maintaining databases, customer support for web portals, and software and technical help. Also, designed and created campaigns which implemented single page websites, web store portals, web forms, databases, emails, and trigger responses.

- Web and UX design for both cross-media campaigns as well customer branded online stores.
- Database creation and management for Microsoft SQL Server.
- SQL query building for both in-house and customer solutions.
- Work in an XMPIE environment for building plans, creating personalized websites, and maintaining back-end processes.

**Quality Control Analyst I |** Equifax, Dallas, TX                                      **June 2011 – May 2016**

Worked for a Fortune 1000 company working to maintain database of business hierarchies.

- Created and maintained monthly SQL queries to check for recurring errors in our data and fixed them.
- Certified data analyst training using Hadoop.
- Helped to create and maintain corporate relationships based on operational, financial, brand control and other customer-defined metrics.

## Education

**M.S. in Applied Cognition and Neuroscience, Human-Computer Interaction Concentration**          **January 2017-May 2020**
University of Texas at Dallas

**B.A. in English**                                      **August 2005-May 2009**
Texas Tech University

## Competencies

**Skills:** User flows, wireframing, prototyping, mockups, user research, usability testing, competitor analysis, web design, personas, heuristic evaluation, information architecture

**Tools:** Adobe CC (Photoshop, Illustrator, InDesign, Dreamweaver), Figma, InVision, HTML, CSS, SQL, SQL Server 2014, XMPIE, Git, Visual Studio, CSS Frameworks (Bootstrap and Foundation), WordPress