



Evan Waetzman

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PROFESSIONAL PROFILE

With more than 24 years of industry experience in UX strategy, UX design, and front end development, I have a proven track record of being a leader and creating incredibly usable and cost effective web sites. During the last 10+ years at Vanguard, I have become a trusted member of my teams and an excellent resource for the development and implementation of design and UX strategies.

WORK EXPERIENCE

Vanguard
Sr. UX Designer
2012–Present
Hired to serve as member of an internal group whose purpose is to design technically feasible interfaces that are intuitive and desirable to the end user.

Vanguard
UX Designer (Contract)
2010–2012
Hired as a contract-to-hire employee to serve as member of an internal group whose purpose is to design technically feasible interfaces that are intuitive and desirable to the end user.

Bryn Mawr Comm
Sr. Web Dev/Designer
2006–2009
Hired to serve the role of Senior Web Developer & Graphic Designer for 5 separate companies under the BMC umbrella. Responsibilities included UI/UX design, email marketing, and print design.

MBNA
Designer (Contract)
2005
Hired as a long-term contractor to help design and implement earning and redemption ads for MBNA's On line Banking Rewards programs, specifically for the NFL Rewards Program.

INS Diamond IP
Software Engineer
2004–2005
Hired to overhaul the Graphic User Interface and User Experience for INS's software. Responsibilities included UI/UX design, web development, logo design, and project management.

Lakefront Media
Director of Web Dev
1996–2004
Founded and managed the Multimedia and Web Design Department. Responsibilities included UI/UX design, web and interactive development, print design, client relations, and project management.

SKILLS

UX Strategy	Angular JS	Adobe CC
UX/UI Design	JavaScript	Agile Development
LUMA/Design Thinking	HTML/CSS	Multivariate Testing

ACHIEVEMENTS

UX/UI Designer
Transitions Redesign
2010–2013
Created and implemented a strategy to re-imagine the entire transaction so that users could easily self- provision. The end result was a 25% increase in on line completions and a savings of over \$5.1 million.

UX/UI Designer
Google Match
2015–2016
Created a custom application for Google so that their participants could easily set up their plan to max out their 402(g) savings and work on their 415 limit savings on line.

Software Engineer
NetControl/IPControl
2004–2005
Created a new UI & UX for these web apps to make them user-friendly. These award-winning products became industry favorites and the company was acquired by BT, partly on the strength of the software.

EDUCATION

ITHACA COLLEGE
Roy H Park School
Bachelor of Science
Corp. Communication
1992–1996
Dual concentrations in Instructional Design and Presentation Layout and Design. Extracurricular activities included Crew, Ad Lab Intercollegiate Competition, Instructional Design Competition, and the Ski Team.