

# EVA SHON



I'M A SENIOR USER EXPERIENCE DESIGNER WITH A PASSION FOR HELPING TEAMS CREATE TOOLS AND PRODUCTS THAT EMPOWER USERS TO ACHIEVE THEIR GOALS.

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## EXPERIENCE

### ConsenSys — Senior UX Designer

MAY 2015 - OCTOBER 2018    NEW YORK, NY

- User research, design process and product ideation for blockchain use cases.
- Personas, journey mapping, concepting, wireframing, lean/agile UX and story mapping, prototyping/UI engineering and building and presenting client demos for various projects across ConsenSys, a blockchain startup studio focused primarily on Ethereum.
- Aided engineers and entrepreneurs with product development and validation advice, design process support and artefacts.
- Work samples available on request, miscellaneous smaller projects viewable at [behance.net/eyshon2ef4](https://behance.net/eyshon2ef4)

### Boundless, formerly OpenGeo — UX Designer

JULY 2013 - MAY 2015    NEW YORK, NY

- Designed dashboards and interfaces for OpenGeo Suite's geospatial software tools. Improved developer experience by building microsites, developer portals, open source community websites, and tutorial and documentation templates.
- Developed a new product with the engineering team for styling maps (including front-end implementation in AngularJS).
- Prototyped a new spatial data versioning product, an Android map server and server cluster deployment monitor.
- Planned agile story mapping workshops with the developer team and product owner to identify target personas and plan key product experience goals.
- Conducted customer journey research interviews and inbound marketing analysis to assist marketing and sales.

### OpenPlans — UX Designer, Transportation

AUGUST 2011 - NOVEMBER 2012    NEW YORK, NY

- Designed multi-bus route interfaces for web, mobile and text for MTA Bus Time ([bustime.mta.info](http://bustime.mta.info)) in collaboration with the NYC MTA as an open source platform that serves millions of bus riders daily.

## SKILLS

8 years of professional experience as a UX Designer + 5 years of experience as a Software Developer.

Qualitative and quantitative user research, agile design process and lean UX validation rooted in service design & experience mapping, contextual inquiry and systems thinking.

Strong background in technical fields and emerging tech including several years of experience in blockchain, as well as open source transit and geospatial software.

I often work as an embedded designer on software engineering teams, and am very familiar with open source, product design, client consulting and startup business models.

- Usability-tested interfaces and information architecture with bus riders for accessibility, readability and sensemaking.
- Assisted with front-end development of MTA Bus Time, including interactive web mapping.
- Designed administrative interfaces for transit operators to collect, manage and publish their open transit data.
- Researched local organizing to explore software tools to improve community planning.

## **OpenSGI — GeoSpatial Software Developer**

MAY 2009 - JULY 2010      SAN DIEGO, CA

- Created fast, interactive web-maps for analysts
- Integrated enterprise security into web services
- Supported cloud-based geo-processing and map quality control
- Interviewed emergency responders for a GIS needs assessment

## **EDUCATION**

### **Carnegie Mellon University**

#### ***Masters in Human-Computer Interaction***

AUGUST 2011

- UX methods and design process including contextual inquiry, service design, design research, design thinking, interaction design and usability testing.
- Intensive user research and service design capstone to investigate improving long-term patient follow-up for a major heart center.

### **Mills College**

#### ***Bachelors in Computer Science***

JUNE 2005