

Evan Travers

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Technical Skills

- **Design & Prototyping:** Figma (Components, Variants, Autolayout)
- **Front-End Development:** HTML, CSS, Javascript (Vue 3, React Components)
- **Back-End Development:** Ruby, Rails, Elixir
- **Tools & Systems:** Static Site Generators, Design System (Storybook)
- **User Experience:** Usability Research, Workshop Facilitation, Remote Research

Work Experience

Adaptive professional with extensive experience in UX Strategy, product, and cross-functional team development across SaaS EdTech and enterprise platforms. Expertise in scaling design organizations, user-centered methodologies, and design systems for consistent and accessible digital experiences. Adept at aligning UX initiatives with business objectives, leading product transformations, and institutionalizing design thinking in growth-stage environments. Skilled in stakeholder engagement, accessibility compliance, design operations, as well as front-end technologies.

Lead User Experience Architect

ProctorU → Meazure Learning
(Oct 2019 - Present)

Structured and scaled a multidisciplinary design team: defined roles, aligned goals with strategy, established performance benchmarks and career development frameworks. Institutionalized design thinking methodologies to foster an empathy-driven, user-centric culture of innovation.

- Directed the user experience function during a period of hypergrowth, contributed to business expansion from \$30M to \$100M in annual revenue.
- Developed and implemented comprehensive training programs to upskill existing designers; recruited top-tier talent to expand team capabilities and diversify creative perspectives.
- Elevated late-stage startup's product design function. Establishing scalable UX strategies, accelerating team maturity, and aligning design efforts with overall business objectives. Advocating and planting the seed of a Design System.

Lead User Experience Designer

GradesFirst → EAB
(Nov 2014 - Oct 2019)

Redesigned the application layout and navigation for responsiveness to enhance usability across desktop and mobile environments. Reconstructed the core information architecture of the platform using Object-Oriented UX (OOUX) principles. Led an Accessibility remediation of student facing functionality: conducted an independent audit, created project plan, hired and led teammates, handling merge conflicts, and performing executive-level customer demos to secure a large deal.

- Executed an independent accessibility audit in 2017 by recruiting and training a cross-functional team, selecting a VPAT vendor, managing stakeholder communication, and ensuring progress transparency for enterprise clients.
- Championed a comprehensive Accessibility Remediation initiative for the student-facing UI, including team hiring, coaching, and establishing long-term accessibility workflows.
- Secured the largest deal in company history by directing accessibility upgrades that aligned the platform with WCAG standards and exceeded client compliance expectations.
- Transformed the front-end experience of a legacy EdTech platform by transitioning from full-stack development role to user-centered design leadership, while bridging communication and collaboration between front-end engineers and UX designers.

Software Developer

GradesFirst

(Nov 2013 - Nov 2014)

Integrated back-end control features to support progressive feature rollout, including toggle functionality for enabling and disabling beta experiences across environments. Collaborated on the evolution of the marketing platform, aligned product design with brand strategy, and ensured consistency across customer acquisition channels.

- Revamped the core UI of the main application, delivered a modernized interface, and implemented a scalable navigation framework to enhance user engagement and usability.

Freelance Developer

Freelance

(Aug 2013 - Side Hustle today)

Surpassed financial performance targets, while mastering end-to-end client engagement from consultative selling to delivery management and stakeholder communication. Configured custom WordPress CMS backends tailored to complex content relationships by enabling non-technical teams to manage interrelated data types with ease.

- Constructed numerous JAMstack-based microsites optimized for speed, scalability, and modular content delivery to support marketing and campaign objectives.
- Developed dynamic WordPress themes integrated with JAMstack architecture to accelerate front-end deployment and ensure consistent design execution.

Front End Developer

Luckie

(Oct 2011 - Aug 2013)

Interpreted cross-functional requirements between graphic design and engineering. Prioritized responsive design and accessibility best practices. Delivered microsites and targeted email campaigns by aligning design, content strategy, and performance requirements to support marketing initiatives. Built and maintained Ruby on Rails applications in collaboration with multidisciplinary teams.

- Automated internal workflows using JAMstack-based tools, increased operational efficiency, and reduced time-to-launch for recurring processes.
- Recognized the strategic value of front-end expertise, while pursuing full-stack opportunities, sharpening UI capabilities in a high-velocity, iterative development environment.
- Architected a web-based data platform for Alabama's Tourism Partner Marketing Program to resolve data integrity issues and enable scalable content publishing via shared MongoDB infrastructure and API integrations.

Web Developer

Infomedia

(May 2007 - Oct 2011)

Resolved complex customer issues by translating feedback into actionable product improvements to balance front-end design, legacy system constraints, and full-stack development priorities. Established version control protocols to enhance codebase integrity, streamline collaboration, and introduce scalable development workflows across teams.

- Delivered and sustained hundreds of e-commerce and marketing websites for brand consistency, performance optimization, and ongoing platform maintenance.
- Implemented new product features within legacy architecture using Visual Basic and SQL to expand system functionality and preserve platform stability.

Education

University of Alabama at Birmingham, 2011

Bachelors, Computer Science