

EVAN PASSERO

UX MANAGER & COACH

+1 (513) 225-3101

designer@evanpassero.com

www.evanpassero.com

OBJECTIVE

I believe that great design is simple, intuitive, relevant, and personal.

I want to build empowered teams that find inventive solutions to resolve unmet customer problems.

The teams that use the above design principles as their north star will delight their internal and external customers and will help their company exceed their business objectives.

EDUCATION

2006 - 2011

UNIVERSITY OF CINCINNATI

- B.A. in Digital Design

2002 - 2005

THE OHIO STATE UNIVERSITY

- B.S. in Psychology
 - Concentrations in Business & Math

WORK EXPERIENCE

Jun 2023 - Nov 2024

ID90 Travel | Southlake, TX

Director of Customer Experience

- Expanded the UX practice from a solo designer to a team of 3
- Implemented a Voice of the Customer (VOC) program
 - Reduced feedback response time to ~72 hours
 - Increased NPS, CSAT, and iOS & Android rating
- Collaborated with Line of Business leads to develop go-to-market strategy for new products
- Oversaw development of machine learning powered Flight Recommendation engine with >90% accuracy and >85% approval rating.
- Established brand design & interaction standards

Feb 2020 - Jun 2023

ID90 Travel | Southlake, TX

Senior UX Designer

- Introduce usability testing to validate assumptions before development starts, saving time and money and providing key insights to product owners
- Visualize new features and enhancements across web and native channels
- Partner with Marketing to develop SEO optimized landing pages to pair with social campaigns
- Conduct competitive analysis to identify key areas of enhancement

PROFICIENCIES

- Adobe Creative Suite
- Figma
- Sketch
- InVision
- Axure
- iMotions
- Jira
- Quickbase

CERTIFICATES

Pragmatic Marketing
Business Strategy & Design

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WORK EXPERIENCE

■ June 2017 - Feb 2020

Southwest Airlines | Dallas, TX

UX Research & Design Manager

- Oversee implementation of cross-channel digital experience
- Assist channel & product owners in defining future opportunities and strategy
- Advocate best-in-class customer experience across multiple departments
- Develop biometric usability testing roadmaps to identify new opportunities, educate product owners, and validate design decisions prior to development
- Manage multiple project and facilitate delivery with shifting deadlines
- Mentor team members, provide on-the-spot coaching, and build growth plans

■ Aug 2016 - June 2017 | Oct 2014 - Aug 2016

Southwest Airlines | Dallas, TX

Senior UX Designer | UX Designer

- Design modernized experiences for Low Fare Calendar, account management, kiosk accessibility compliance, and car bookings
- Guide development efforts around building a scalable & reusable component design system
- Consult with external developers to ensure a consistent digital experience for our Customers

■ July 2011 - Oct 2014

JCPenney | Plano, TX

Digital User Experience Engineer

- Design shopping interfaces for in-store kiosks
- Concept & test new shopping experiences for Levis, custom window fittings, bra fitting specialists, and prototypes leveraging eye tracking, VR, and RFID technologies
- Design UI for first generation Mobile Point of Sale for sales floor employees