



ALEXANDRIA EVANS

PRODUCT, SERVICE DESIGN & RESEARCH

ABOUT ME

I help to identify and understand problems. Working at the intersection of data, design and HCI to create user focused services and multi-channel experiences that surprise and delight customers and employees.

I have a proven track record with expertise in: Automotive, healthcare, banking, retail renewable technologies, utilities, charity

SKILLS

- Quantitative and qualitative research
- Data Analysis - using PowerBi and Adobe Analytics
- Stakeholder management
- Workshop facilitation
- Design sprints
- Surveys, interview & ethnographic research
- Information architecture & taxonomy
- Service blueprints
- Customer & employee journey mapping
- Wireframes & storyboarding
- Visual design, GUI, interaction choreography
- Illustration
- Interactive prototypes
- WCAG, GDS & W3C
- User testing & moderation

TOOLS



Figma, Sketch, Adobe CC, InVision, Zeplin, OmniGraffle, Balsamiq, Keynote, Miro, MS Teams, Microsoft Office, Microsoft Whiteboard, Post-It's & Sharpies

iOS, Android and Window

GET IN TOUCH

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www.riaevans.com

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WORK

PRODUCT/SERVICE DESIGN & RESEARCH CONSULTANT

Toyota Connected Europe (Curly Brackets Ltd)

November 2021 - Present

Develop a new vehicle subscription service across Europe.

UX DESIGN & RESEARCH CONSULTANT

Appnovation/Boehringer Ingelheim (Curly Brackets Ltd)

June 2021 - November 2021

Digital transformation of BI's global web solution and design system.

SERVICE DESIGN CONSULTANT

NTT Data/Tangity (Curly Brackets Ltd)

February - May 2021

Developing a data platform for NHS England and NHS Improvement.

SERVICE DESIGN CONSULTANT

Centrica/British Gas (Curly Brackets Ltd)

February 2017 - February 2021

HEM (Home energy management)

Conducted an ethnographic study. Developed a service blueprint to deliver renewable technologies & smart home solutions.

EXPERIENCE DESIGN MANAGER

Publicis.Sapient

September 2011 - February 2017

HCA Healthcare - Led a multi-disciplinary team to discover, design and develop a digital platform for accessing global private healthcare.

BT - CX leadership across multiple consumer & employee products. Crafted a service blueprint & roadmap through a series of co-creational workshops which have been used to influence business change for a larger programme of transformational work.

HSBC - Hong Kong / London

Worked with international partners in Hong Kong to research, design and deliver a wealth management platform.

'Eskimo' by IGLO - A smart ecosystem for shoppers to track freezer inventory at home.

Unilever - New York / London

White label solution & functional spec for Unilever's global brands inc. Hellmans, Knorr & Lipton

EDUCATION

University of Wales, Trinity St David

BA (hons) Graphic Design - 2:1, 1999 - 2003

Gloucestershire University - School of Art

BTEC Foundation Diploma in Art and Design, 1998 - 1999