

# Eve El Chami

## Contact

**evegoodby.com**

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(336) 772-6482

San Jose, CA

Permanent Resident (Green Card)

## Education

**BA (Hons) Visual Communication**

Loughborough University, U.K. | 2011 - 2015

**International Placement, Diploma**

University of Michigan | 2013 - 2014

**Art & Design Foundation, Diploma**

Loughborough University, U.K. | 2010 - 2011

## Certifications

**UX Designer Nanodegree**

Udacity | 2021

Capstone project: Mobile app design for National Parks UK. End-to-end UX process—conducted user research and delivered concept sketches, wireframes, task-flows, prototypes, UI style guide and components library. Iterated design based on accessibility and user testing.

**HTML, CSS & Web Design**

General Assembly | 2020

Designed and coded a responsive portfolio website using Sublime Text and GitHub.

## Skills

Wireframing, Prototyping, User Flow, Usability Testing, Affinity Mapping, Visual Design, Graphic Design, Layout Principles, Branding, Photo Editing, Color Theory, Illustration, Iconography, Typography

## Software

Figma, Photoshop, Illustrator, InDesign, MS Office, Sketch, Keynote, Procreate, (Beginner: Premiere Pro, After Effects, HTML, CSS)

## Experience

**Visual Designer, Contract—Microsoft**

Mountain View, CA | Feb 2022 - Present

Collaborate with product design and engineering teams to improve the UI and UX of the WinUI 3 app. Designed and shipped 92 icons and 25 high-fidelity wireframes. Ideate and create product visuals in a systematic and detailed approach.

**Designer, Brand—Walmart Connect**

San Bruno, CA | Jun 2019 - Feb 2022

Designed core communications—including brand marketing, product launches, case studies, sales pitches, thought leadership.

Directed 4 advertising campaigns, produced 80+ static ads (web & mweb) across 6 publishers. Q3 campaign drove 547 leads, 32,647 website visits (+11%), 7,304 solutions page views (+94%).

Collaborated with stakeholders to rebrand advertising business—including logo design, one sheets, infographics, playbooks, static ads, designed and shipped homepage UI redesign (Sketch).

**Designer, Contract—Paint Nite**

Somerville, MA | Oct 2018 - Mar 2019

Built a new, differentiated brand identity delivering a unified customer experience across all physical and digital touchpoints.

Produced brand style guide, 70+ illustrations, static ads, email design, homepage UI redesign, and event collateral. Developed designs for scalability and reuse across partner venues.

**Graphic Designer—Goodwill Industries**

Winston-Salem, NC | Oct 2017 - Jul 2018

Led design projects and worked collaboratively with 46 stores and 18 training facilities across 31 counties. Created static ads, flyers, infographics, social assets, and event collateral. Promoted “Color Me Goodwill” fashion show, sold out event (400+ tickets).

## Additional experience

**Designer & Artist—Freelance**

San Jose, CA | Oct 2015 - Present (part-time)

Graphic design, logo design, illustrations, commissioned paintings.

**Graphic Design Intern—Elsewhere Museum**

Greensboro, NC | Jan 2017 - Apr 2017

**Graphic Design Intern—Volleyball England**

Loughborough, U.K. | Nov 2014 - Jun 2015