Aaron Klein
Senior UX/UI Designer

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About Me

I am an experienced Senior UX/UI Designer and Project Leader with a rich history of shaping digital experiences for industry leaders like Microsoft, Expedia, and FedEx. From thorough research to polished user interfaces, I've covered the full spectrum of UX design, including research and discovery, strategy, wireframing, interface design, and testing. Currently leading two dynamic teams of designers, developers, and project managers, ensuring seamless collaboration and top-notch results.

Skills

User Interviews, Interface Design, Journeys, Personas, Wireframing, User Flows, Journeys, Strategy, Competitive Analysis, Prototyping, Design Systems, Usability Testing, Project Lead, Art Direction

Tools

Figma, Adobe XD, Illustrator, Photoshop, InDesign, Sketch, Microsoft Office, Azure Dev Ops

Education

University of Oregon
Bachelor of Arts in Journalism

General Assembly
UX Design Immersive

Experience

Senior Associate, Strategy & Design | *Revel Consulting*
February 2021 - Current

Client projects

- **Microsoft CRUX:** Design lead for two teams of designers, developers, and project managers working on Microsoft Creative UX. Ensure teams have sufficient resources and documentation, maintain high-quality design standards, and properly create and apply brand elements.

- **Expedia Data Management Central (DMC):** Identified the need for an onboarding experience and lead its development from the ground up. Onboarding experience included introductory screens, product tours, and tool tips to guide users effectively. Lead a small team through research, user and stakeholder interviews, strategy, and design.

- **FedEx Roxo:** Uncovered key pain points through research and discovery. Developed journeys, site map, and wireframes to support desired path of users. Designed user interfaces including notification system, order tracking dashboard, and interactive map.

- **FedEx Spark:** Designed a new centralized merchant portal where merchants configure and manage digital commerce and supply chain capabilities. Research phase included competitive analysis and stakeholder interviews. Developed journeys, site maps, wireframes, responsive user interfaces, design system, and testing plan. Worked closely with development for quality assurance.

- **Neighborly:** As the lead designer, spearheaded a project involving the acquisition and integration of three new brands/services. Leveraged the Neighborly design system to enhance the visual appeal and user experience. Through wireframing and meticulous design improvements, seamlessly incorporated these services into the Neighborly offerings, ensuring a cohesive and consistent brand identity.

- **Microsoft Security:** Optimized information architecture and site strategy, resulting in improved organization and user flow. Streamlined user journeys and enhanced overall usability Successfully translated complex requirements into user-friendly designs while balancing functionality, aesthetics, and overall usability.

- **Stanley Black & Decker:** Designed a white-labeled dashboard tailored for factory workers, incorporating gamification elements, enhanced cross-team communication, improved scheduling capabilities, and real-time data insights. Streamlined work processes and increased productivity while ensuring an engaging and intuitive user experience.

- **Revel.com:** Led user research and design strategy, including developing an interview script, conducting interviews, and utilizing data analytics to shape design decisions. Created personas, designed site maps, and provided strategic recommendations, leading to improved product performance.

- **Revel Mentorship Program:** Mentored an intern, imparting professional skills in UX design and communication best practices. Additionally, I coached and supported them through a major design project, covering research, discovery, strategy, and design phases.

Freelance UX Designer | *Airbnb*
March - April 2024

Collaborated closely with the product manager to transform the Airbnb Privacy Center. Employing thorough research, crafted a site strategy focused on empowering users with control and transparency over their data. Maintained seamless communication with the development team to facilitate a smooth transition from design to production, using the Airbnb design system.

UX Designer & Art Director | *VMLY&R*
October 2017 - February 2021

Lead designer and art director on Microsoft OCP account, where I created and implemented a new visual style guide. Lead UI designer for LifeScan Diabetes Institute. Types of work includes email, social media, print pieces, video, banner ads, and presentation decks.

UX Specialist | *PBJS*
April 2017 - September 2021

Supported PBJS on major Microsoft event. Re-designed user flow and interface for Microsoft Student Partner application process. Designed banners, signs, and badges utilizing strict Microsoft brand guidelines.

UX Designer | *Utrip*
October 2016 - March 2017

Designed original UX and UI for Utrip.com and clients including Jet Blue and Holland America. Conducted user research including focus groups and in the field interviews. Defined visual style guide including typography and layout for new Utrip.com experience.

UX Lead | *Gorilla FC*
August 2016 - November 2016

Led complete re-design of Gorilla FC website. Re-organized entire information architecture per user interviews and research. Defined visual style guide including typography, layout, and photo treatment.