

Skills

Agile UX

- Journey mapping
- Userflow design
- Service blueprints
- Information architecture
- Design sprint and cross-team workshop planning & facilitation
- Stakeholder & SME collaboration
- WCAG 2.1 & inclusive design

Prototype Development & User Research

- High-fidelity interactive prototypes
- User interviews & prototype testing
- Competitive analysis
- Heuristic evaluations
- Analytics distillation

Design Management & Operations

- UX integration with SAFe Agile development teams
- Process documentation
- Tool assessment, procurement, and management
- Design system development

History

Meijer 5/19 - present

lead ux designer

- Led a team of 8+ UX and UI designers through the design process and integrated with SAFe Agile development teams to create web and app retail experiences
- Managed team operations across toolsets, workflows, and collaboration with development partners
- Created alignment across product value streams and marketing and merchandise partners
- Assessed business objectives and built strategic roadmaps to provide continuous, incremental improvements

Priority Health 10/17 - 5/19

digital experience manager

- Managed team of UX & UI designers through production of marketing and web tools for members, providers, agents, and employers
- Developed and refined processes for updating content across the digital platforms
- Expanded the team's capabilities, leveraging existing tools and implementing new workflows
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Priority Health 11/16 - 10/17

sr. ux/ui designer

- Articulated UX design process through numerous projects Improved member engagement and satisfaction in tools and web experiences
- Developed detailed set of personas based on qualitative, quantitative, and analytic research
- Designed responsive views of tools and worked with development teams through production
- Provided code snippets and css samples to ensure design consistency
- Defined and maintained a pattern library for visual consistency

aaron kiersky

History, continued

Freelance 7/15 - present

technology consultant

- Design and develop technology solutions for events, create scope and estimates for production
- Produce animations to support video edits including text animation, motion & camera tracking, and 3d effects
- Develop Wordpress supported, multi-page websites
- Consult on best practices for web and graphic production

Grand Rapids Christian High School 1/12

winterim instructor - videogame programming

- Designed and led course to teach a group of 20 high schoolers programming
- Created course syllabus, presented lectures, led lab activities, and assessed student performance

designvox 4/08 - 6/15

ux developer

- Developed and maintained custom interactive applications for multi-monitor systems, touch screens, gestural interfaces, and client-side applications
- Directed live presentation events with hundreds of participants
- Created animations using non-linear tools and through code for interactive applications and video productions
- Produced detailed infographics, illustrations, retouched photos, and output graphics for print and web

Full Sail University 4/06 - 2/08

Bachelor of Science in Digital Arts and Design

- Salutatorian of Class
- Certificate of Excellence

Costco Wholesale 8/05 - 1/06

marketing graphic designer

- Updated and maintained costco.com product photos
- Directed the process to update site-wide library of product photography
- Worked with marketing team to create national delivery truck fleet imagery and in-store signage

Obie Media Corp. 8/04 - 11/04

marketing graphic designer

- Prepared new-market contract portfolios used to build the network of outdoor advertising space
- Created in-house 'hoopla' and marketing material for sales team
- Updated sales information sheets and records

Linn Benton C. C. 10/02 - 6/04

Associate of Applied Science in Digital Imaging & Prepress Technology