

Aidan Kidder-Wolff

UX Designer

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Profile

I'm Aidan, a spirited UX Designer, passionate about combining user-centered design with brilliant new technology. My passion lies in conducting user interviews and translating key insights into meticulously crafted, visually stunning designs for both mobile and desktop platforms. Throughout my career, I've proven to be creative, driven, and flexible. Beyond design, I possess proficiency in web technologies such as HTML, CSS, JavaScript, and SQL, as well as other programming languages including Python, Java, and C.

Professional Experience

UX and Content Designer

09/2023 – present

Solutions at Work

- Created a design system to standardize and solidify the brand
- Completed overhaul of the organization's website 🌐;
- Designed 3 infographics for ongoing programs
- Thanks to my work, we've already achieved 24.53% projected increase in monthly revenue.

UX Designer

11/2022 – 05/2023

Ronday Technologies

- Designed >90% of the Help Center, improving onboarding times tremendously.
- Designed the tutorial, which is shown on all 5 of the most common Ronday areas.
- Planned, presented, and executed extensive user research and 6 user interviews with digital community moderators.
- Performed extensive UX analysis on 13 competitors and presented my findings to the company.
- Directed and edited 5 Twitter (X) ads which boasted a 20x higher conversion rate than industry average.

Team Manager and Web Developer

01/2018 – 01/2020

Stella's Stunners

- Managed 16 interdisciplinary members while maintaining constant communication with employers.
- Successfully facilitated the importation of 743 math problems, organized into 20 sets, 5 math levels, and 13 topics.
- Self-taught HTML, CSS, Javascript, and PHP to create a shopping website like user experience.

Projects

Coded Personal Portfolio Website

- Designed my portfolio in Figma.
- Use Visual Studio Code to maintain the website's HTML, CSS, and Javascript; Version control using Github.
- Peer reviewed by UX Designer, Content Designer, and Graphic Designer.

WCAG Website Accessibility Guide

- Volunteered with United Way to perform a complete 7-page accessibility review
- Designed a free resource based on WCAG 2.2 to promote web accessibility information

Somaesthetic Shape-Changing Neck Pillow

- Somaesthetic Design project involving 22 usability tests, 3 prototypes, and 14 months of work.
- Coded Arduino microcontroller to achieve shape-changing properties.

Skills

Design Systems

User Interviews

Wireframing

User Research

Desktop Design

Mobile Design

Information Visualization

Figma

Adobe Creative Suite

Education

UX Design Certificate, Interaction Design Specialty

02/2022

The Nielsen Norman Group - ID1051858

Master's Degree in Computer Science, Interaction Design

08/2019 – 02/2022

KTH Royal Institute of Technology

Stockholm,
Sweden

Bachelor of Arts degree in Computer Science

09/2016 – 06/2019

Oberlin College

Oberlin, USA

References

Tim Train, *General Manager*, Marvel Snap

Mahdi Farra, *Head of Design*, Ava

Chris Tung, *Sr. UX/UI Design Consultant*, UXSF