

Aidan Kidder-Wolff (he/him)

UX Designer

[LinkedIn Profile](#)

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UX/UI Skills:

Rapid Prototyping
Interaction Design
Wireframing
User Flow Mapping
Design Systems
Accessibility Design
Collaborative design
UX Writing (Copy)

Research Skills:

Qualitative research
Quantitative research
User interviews
Usability Testing
A/B Testing
Personas
Somaesthetic Design

Tools:

Figma
Miro
ProtoPie
AdobeXD

Education:

UX Certificate,
Interaction Design Track
Nielsen Norman Group
Feb 2022 – ID1051858

MS in Computer Science, Interaction
Design Track
KTH Royal Institute of Technology
Aug 2019 – Feb 2022

BA in Computer Science,
Latin Language Minor
Oberlin College
Sep 2016 – Jun 2019

Work Experience:

UX/UI Designer

Nov 2022 – May 2023

Ronday Technologies

Ronday is a startup that is developing an online conferencing and communications platform. I worked on a variety of tasks related to improving the onboarding experience for users. My responsibilities included designing tutorial wallboards, writing for the help center, creating promotional materials, prototyping new design features, and doing user research.

ACHIEVEMENTS

- My tutorial wallboards are the default images for the top 5 most used Ronday maps.
- The Twitter Ads I directed and edited yielded a conversation rate 20x higher than the industry average.
- I wrote (>90%) of Ronday's help center, which includes 10 articles to improve onboarding with numerous tutorial videos.

Web Accessibility Consultant

Jan 2023 – Present

United Way of the Chattahoochee Valley

United Way is a large international nonprofit. The branch I worked with aims to improve access to education, healthcare, and other public services for Georgia residents. I performed a full accessibility review of the uniteddcv.org website in accordance with the Web Content Accessibility Guidelines 2.0 (WCAG 2.0). As they work to update to a new website, I act as an ongoing resource for online accessibility.

ACHIEVEMENTS

- Created a 7-page accessibility report highlighting areas which can be improved to bring the website to AAA level compliance.
- Developed a free informational resource for navigating the Web Content Accessibility Guidelines (WCAG) 2.2.

Neck Hammock Designer

Dec 2020 – Jan 2021

KTH Royal Institute of Technology

For my Master's Thesis, I designed, prototyped, and developed a shape-changing neck pillow using Somaesthetic techniques. The goal was to communicate a physical sensation as accurately as possible. In this instance, I wanted to transfer my understanding of "rocking". because of the fascinating diversity of that experience. My definition as a hammock loving swing dancer is vastly different from a new parent or elderly person in a rocking chair.

ACHIEVEMENTS

- Performed 5 qualitative first-person user tests, and 22 quantitative tests.
- Designed and created 3 iterations of prototypes which induced a deeply evocative and relaxing experience.
- Achieved my goal of accurately capturing my definition of "rocking" for others to experience.

Team Manager and Web Developer

Jan 2018 – Jan 2020

Freelance

I led a multidisciplinary team of 16 members to create a free online mathematics problem database called Stella's Stunners. During development, I managed both the developer and the math team while maintaining constant communications with the employers.

ACHIEVEMENTS

- Applied self-taught HTML, CSS, PHP, and JavaScript to successfully create a user experience similar to a shopping website.
- Successfully coordinated the addition of 743 math problems, separated into 20 sets, 5 math levels, and 13 topics.

