Aaron Gilmore is a Berlin-based digital designer specialising in *interface design* for the web and native mobile, *front-end web development*, and *prototyping*.

Contents

In these pages you will find a collection of polished work. There is, of course, process behind everything you see here—research, planning, iteration, prototyping—that I would be happy to discuss in person.

Toys R Us

Toys R Us, Inc. is relentlessly striving to be the best toy and baby retail company for the world. They operate across 1500+ stores in 37 countries, 12 of which have an eCommerce store. Globally the companies revenues exceed $12 billion of which approximately 15-20% are derived online.

I partnered with Dawson Andrews this year to work on a design overhaul of Toys R Us and I'm in the process of leading V2 refinements.

www.toysrus.co.uk

+49%
increase in mobile conversion

+15%
increase in desktop conversion

+42%
increase in tablet conversion

+39%
overall conversion rate

+180%
conversion to orders from cart

+12%
increase in Click & Collect revenue

+160%
average revenue per cart

+50%
page load speed
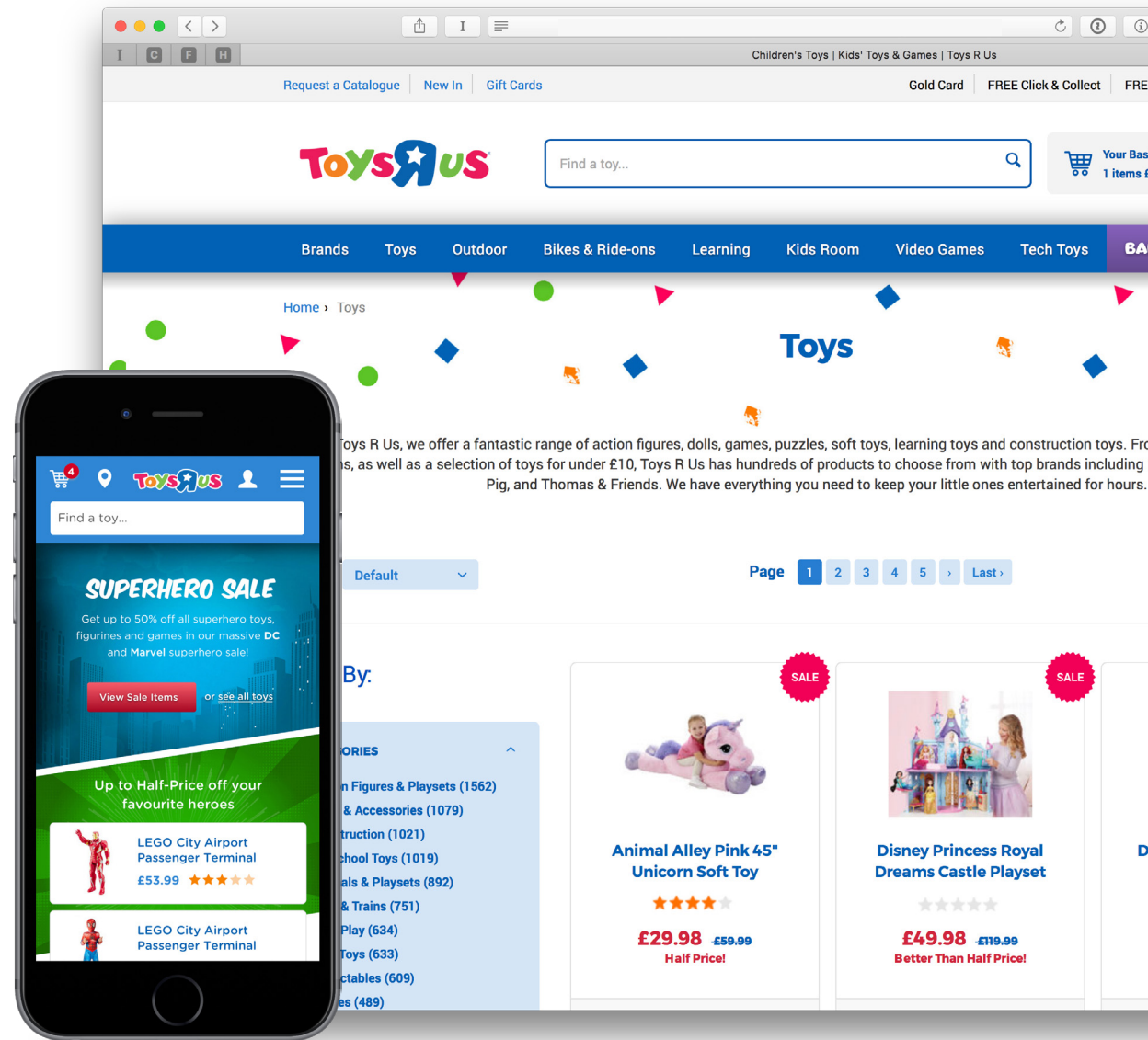
Performa Sports

Performa Sports is a powerful real-time sports performance analysis tool designed for analysts, coaches, and players to analyze and improve team and player performance.

The product is an iPad and web application designed to track real-time game data, that can be synced with the video of the performance to instantly produce your post-game video analysis.

Early in 2017 I worked with Performa Sports to produce a new marketing website and completly redesigned web app. The key challenge in this project was designing a system that scaled across multiple screen sizes. The web app requires sign-up but you can read more about the platform below:

www.performasports.com
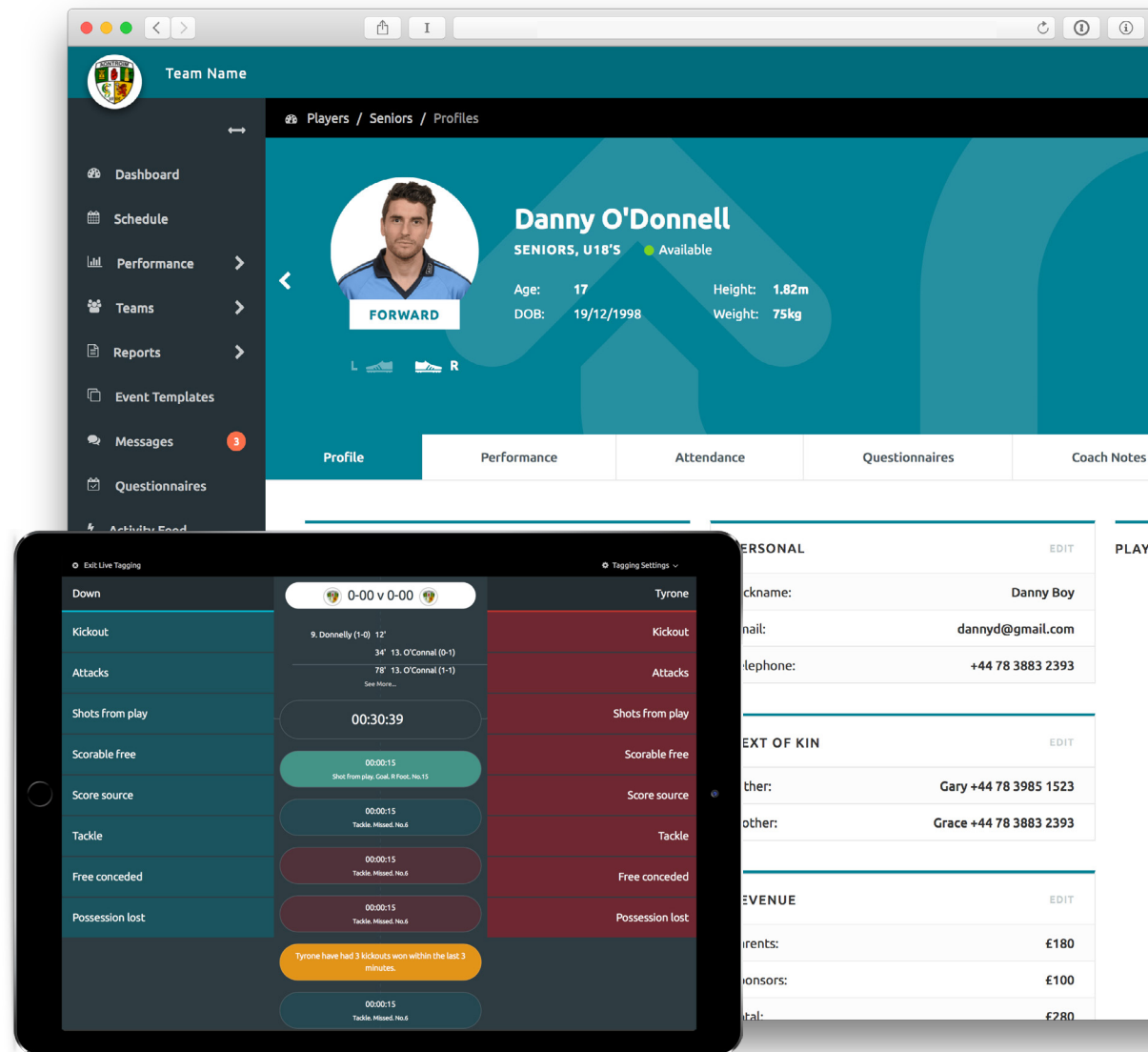
Arsenal F.C.

A giant of English football, Arsenal derive a large portion of revenue from their stadium tours and soccer schools systems.

At Sports Fusion, my previous full-time employer, we designed and developed these systems, working in collaboration with marketing and logistics at Arsenal.

Additionally, I worked on similar systems with Manchester City, Chelsea, West Ham United, Formula E, and Tottenham Hotspur.

www.bookings.arsenal.com
www.playthearsenalway.com
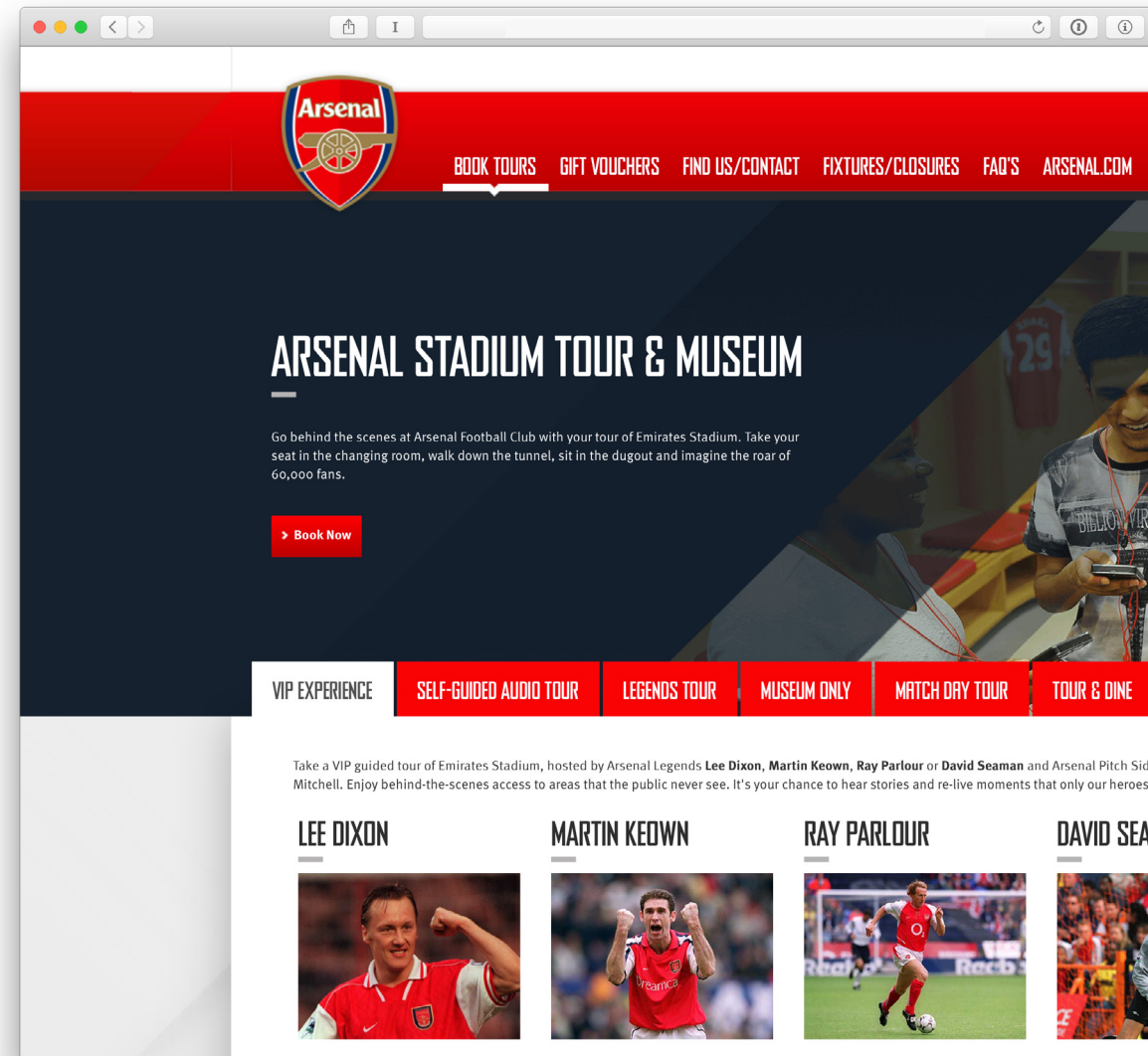
Brewbot

Brewbot is a beer brewing device that uses sensor technology and automation to assist in the brewing process. The product is controlled and monitored using a smartphone app.

The project was brought to life thanks to the 381 people who backed it on Kickstarter. During the 30 day campaign Brewbot was featured in Fast Company, New Scientist, NBC News, the Discovery Channel and more.

I worked on industrial design as well as UI/UX at Brewbot—early stage startups require wearing many hats. The iOS app relied heavily on data visualisation to help guide the user through the brewing process.

www.brewbot.io

Side-projects

Side-projects are important to learn and flex your creative muscles. I always have one on, sometimes they end up turning into something and sometimes they gather dust in my "side-projects" folder.

A couple I've been working on this year: Bolder; an editorial site interviewing seniors to find out what they get up to after retirement and Student's Guide to the Internet; a collection of resources for students of design.

www.be-bolder.com*
www.studentsguidetotheinternet.com

* Client side-project
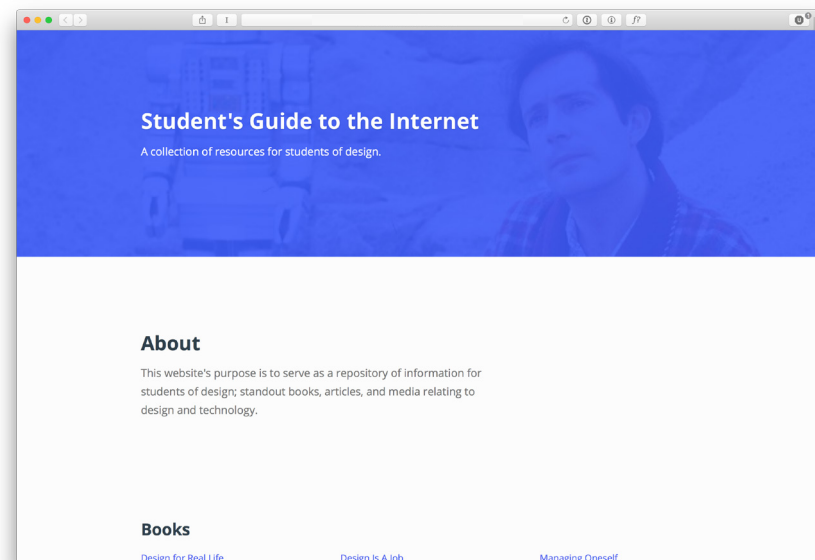
About Me

I've been working professionally for a number of years in various roles; interface design for both the web and native mobile, front-end web development, prototyping, and project management.

My Process
Design starts with words, so cleary defining goals and thinking about solutions through documentation is the first step of my process. This is followed by roughly sketching out wireframes and app flows on paper.

When working on UI design, my preferred application is *Figma* but I'm also experienced in *Sketch* and *Adobe CC*. When required, I like to prototype interactions in *Framer*.

I use CSS pre-processing (Sass), a build system to automate tasks, and Git to track changes when developing. I'll constantly run various browser and speed tests to ensure the website has optimal usability.

The Internet has changed how we do everything—I care about making it accessible, intuitive, and efficient for everyone.

Thanks for your time.

www.aarongilmore.com