Aaron Z Amador

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EDUCATION

Certificate, UX/UI Design
The University of Texas at Austin
2020–2021
Studying and practicing UX/UI design methodology, user-centric design research, design thinking, visual prototyping and wireframing, interface design, storyboarding, visual design theory, web prototyping with HTML5 and CSS, interaction design with JavaScript and jQuery.

Associates in Business Administration
Austin Community College
2014–2017
Classes with relevant skills:
- Human Growth and Development, Human Personality, and Psychology
- Philosophy and Ethics
- Programming Fundamentals
- Business Law, Calculus, and Computers
- Managerial and Financial Accounting
- Micro and Macroeconomics
- Art History

LICENSES & CERTIFICATIONS

Enterprise Design Thinking Practitioner
IBM
July 2020–Present

Licensed Insurance Agent, Property & Casualty
Progressive Insurance
November 20–Present

KNOWLEDGE & SKILLS
- Understanding of user-centered design to craft intuitive and delightful experiences.
- Design thinking exercises such as Empathy Maps, Big Ideas, Prioritization Grids, Hopes and Fears, etc.
- Understanding of visual design principles such as composition, typography, color, and heirarchy.
- Front end development (HTML, CSS, JavaScript)
- Working knowledge of industry design software such as Figma, Sketch, InVision, and Adobe Creative Suite.
- 10 years of friendly customer service and deep empathy for consumer frustrations and experiences.

TOOLKIT

Design
Figma, Sketch, Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Blender, pen and paper

Prototyping and delivery
InVision, Zeplin, Keynote

Front-end development
GitHub, Bootstrap, Visual Studio Code

WORK EXPERIENCE

Licensed Insurance Agent
Progressive Insurance / *Austin, Texas*
December 2018–Present
- As a licensed agent, consults with a range of potential and existing clients about casualty insurance.
- Assists in coaching for newer representatives during onboarding to our team.
- Leads team meetings regarding business demands, updates, and mental health checks.

Digital Marketing Consultant
Web.com / *Austin, Texas*
April 2018–December 2019 (9 mos)
- Consults with small business owners about marketing solutions such as SEO, Google Ads, website design, social media, and customer feedback control.
- Builds and maintains relationships with small business owners to accurately recommend services.
- Researches specific industries to determine their individual business and marketing needs.

Assistant Store Manager
Dollar General / *Manor, Texas*
July 2015–April 2018 (2 yrs 9 mons)
- Trained new hires for fast and thorough acclimation.
- Provided friendly and knowledgeable customer service and managed a clean and well-organized store.

Front Desk Sales Representative
August 2014–January 2015 (6 mos)

Customer Service Representative
August 2012–August 2014 (2 yrs)