

# Aaron Z Amador

**WWW.AARONZ.ME**

**EMAIL CONTACT@AARONZ.ME**

**PHONE 512-952-2033**

## 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 hierarchy.
- 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.

## 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 mos)

- 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

**La Quinta** / Austin, Texas

August 2014–January 2015 (6 mos)

### Customer Service Representative

**Walmart** / Austin, Texas

August 2012–August 2014 (2 yrs)

## TOOLKIT

### Design tools

- Human Growth and Development, Human Personality, and Psychology

# Aaron Z Amador

**WWW.AARONZ.ME**

**EMAIL CONTACT@AARONZ.ME**

**PHONE 512-952-2033**

## 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 hierarchy.
- 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, 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 mos)

- 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)