

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 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 their specific needs pertaining to casualty insurance.
- Assists in coaching for newer representatives during onboarding to our team.
- Leads team meetings regarding business demands and changes, updates to procedures and insurance codes, 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 that would most benefit their business.
- Researches specific industries to determine their individual business and marketing needs.
- Tailors custom presentations utilizing industry search trends, market conversion rates, and client ROIs.

Assistant Store Manager

Dollar General / *Manor, Texas*

July 2015–April 2018 (2 yrs 9 mos)

- Trained new hires for fast and thorough acclimation to new working environment while maintaining proper store procedures.
- Provided friendly and knowledgeable customer service and maintained 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)