



# Aidan O'Day

## Product & UX Designer

617.849.2885  
aidan.oday@gmail.com

**Portfolio:**  
www.aidanoday.me

## About Me

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Based in Seattle, WA, I am a seasoned UX Designer, Product Manager, and Entrepreneur (ugh, I know) with robust experience in user research, interface design, and product leadership. I'm leveraging my unique background in human values, ontology, and social psychology and my interests in tech, industrial design, art, philosophy, and the creative world to gain detailed understandings of user needs, tackle complex problems, and create delightful products.

## Experience

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Nov 2019  
Sep 2022

### Cofounder, CPO, Design Researcher, UX Designer

ILWE, INC. *Remote until February 2021, Los Angeles, CA until September 2022*

**Headed product efforts and worked directly with CTO** in order to develop efficient and value-driven product practices across distributed and in-person environments, which resulted in a principled product team that followed Agile methodologies on a 2-week sprint cycle, mobile-first conventions of responsive design, WCAG 2.1 accessibility standards, and Jakob Nielsen's 10 Usability Heuristics for UI Design.

**Developed brand design systems** and libraries of **over 1,000 reusable components using Figma** in order to create clickable, parametrically-driven high-fidelity prototypes, which lead to **faster prototyping and better user feedback on a shorter timeline**.

**Conducted 200+ 1:1 user interviews**, circulated **monthly surveys**, conducted UX exercises with the product team (journey mapping, user profiling, storyboarding, etc.) in order to understand user needs which resulted in **product decisions based in user needs** and allowed us to **track progress towards product-market fit**.

**Designed and released: web platform live at ilovewhatever.com** and two **cross-platform mobile apps** available on the Google Play Store and IOS App Store, in order to create a comprehensive suite of tools to help artists connect and collaborate at home or on the go, which garnered 824 users and **helped over 100,000 people find their way to our users' work over 24 months**.

**Created logos, user flows, motion graphics, and video assets** to promote and bring life and dynamism to our products.

**Directed two paid design internships** (Summer '21, '22) in partnership with the Nueva School in Palo Alto in order to develop talent which resulted in three happy and skilled beginner designers and an **excellent relationship with high-potential talent pools**.

Sep 2019  
Nov 2019

### Volunteer UI Designer

Code for San Francisco *San Francisco, CA*

**Created Logos and User Flows** for RentCap, a website for understanding your rent-protection eligibility, and for Twabler, an app for academic Tweet labeling, and was commended for "giving a **patient and well-supported explanation of [my] design** without thrashing what people have already worked on - **Executed very gracefully.**"

Dec 2018  
Jun 2019

### Product Designer

Digital Applied Learning and Innovation Lab *Hanover, NH*

**Constructed physical prototypes** using wood, foam, and found objects in order to explore how texture could effect students' moods, engagement, and energy levels, which resulted in **robust interaction platforms that we could bring directly to our target users for testing**.

**Created observation forms** in order to help teachers measure and record their students' engagement with the different size, textures, and form-factor options, which resulted in reliable qualitative data that allowed us to **differentiate successful and unsuccessful prototypes**.

## Education

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Sep 2015  
Jun 2019

### Dartmouth College, Hanover, NH

Bachelor of Arts, *cum laude*

GPA: 3.74

Major: **Behavioral Economics, concentration in Social Psychology**

Minor: **Philosophy**

#### ENG5012: Design Thinking

Our final project was a case study on honor-code adherence at Dartmouth. Our professor found our insights and research on this challenging problem to be especially impactful. He asked us to present our findings and policy implications to the Provost and to Dartmouth's Division of Student Affairs.