

Aidan O'Day

Product & UI/UX Designer

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Based in Seattle, WA, I am a Product & UI/UX Designer with 7+ years of experience creating user-centered, enterprise-scale web and mobile applications. I specialize in Figma-based design systems, wireframing and prototyping, data-driven dashboards, and mobile-first interfaces, leveraging research and human-centered design principles to solve complex product challenges. I have led cross-functional collaboration with product managers, engineers, and stakeholders to deliver scalable, accessible, and impactful experiences across internal tools, consumer portals, and social platforms. My work emphasizes measurable outcomes, including adoption, engagement, and usability metrics, while maintaining brand consistency and inclusive design practices. My digital creative toolkit includes Figma, FigJam, After Effects, and Lottie, and I build interactive experiences in React.js, JavaScript, and HTML using Claude Code and Google Gemini.

Sr. UI/UX Designer Dec '24 - Dec '25

lululemon via Randstad, Seattle, WA, 1 year, 1 month

Lead the design system update and interface development of luluroute2.0, the internal logistics platform used by the Outbound Logistics Technology team, empowering business users and shortening the turnaround on critical business logic implementation from 3 days to less than 30 minutes.

Designed and optimized Power BI dashboards with clear visual hierarchy and concise KPIs, enabling business stakeholders to quickly interpret key metrics and trends.

Collaborated with cross-functional teams to translate complex data into intuitive dashboard interfaces, using strategic chart selection and consistent visual design to enhance usability and decision-making.

Lead new features design for the Store Shipping Portal, the internal shipments manager used in lululemon stores to improve information hierarchy and streamline key package-tracking workflows.

Implemented UX best practices in data visualization by simplifying layouts, prioritizing important insights, and ensuring responsive design across devices for Power BI reporting tools.

Led discovery and design workshops with stakeholders to translate requirements into wireframes and prototypes.

Ensured seamless integration with BI dashboards and KPI services for internal tools.

Designed role-based and personalized workflows for diverse personas.

UI/UX Designer Jul '23 - Dec '24

inquirED, Seattle, WA, 1 year, 5 months

Lead year-long project to redesign core product platform to meet WCAG 2.1 Standards.

Initiated projects to improve internal tools usability to make them easier to use for content-platforming team.

Developed unified design system to create reusable design components to create consistency across the platform, give shared language to the product and engineering cycles which enable more efficient product development practices.

Created high-fidelity prototypes in Figma for complex workflows and feature validation.

Facilitated cross-functional collaboration with engineering and product teams for Agile delivery.

Designed mobile-first experiences for leadership/educator personas, improving adoption.

Product Design Consultant Dec '22 - Jul '23

Knomee, Seattle, WA, 8 months

Developed app concept screens, enterprise portal, landing page, design systems, branding, pitch deck assets, workshopped problem statements, user personas, journey maps, user flows and **created clickable prototypes in Figma** to support **\$250,000 pre-seed raise**.

Designed enterprise-scale portal experiences aligned with multiple stakeholders' needs. Applied personalization and recommendation frameworks to improve user adoption. Created interactive prototypes to validate flows and user experience before development.

Product Designer Nov '19 - Oct '22

ILWE, INC, Los Angeles, CA, 3 years

Raised \$400,000 in pre-seed funding and used UX methods to inform product build, track product-market fit, and **demonstrate accountability to our investors**.

Lead interface and motion design across web application, react native mobile application, and marketing efforts.

Lead product efforts and **worked directly with engineers** to develop efficient and value-driven product practices across distributed and in-person environments, which resulted in a principled product team that **shipped updates to ILWE.io and ILWE Mobile on a 2-week sprint cycle**, followed **WCAG 2.1 accessibility standards**, and took a **mobile-first approach to responsive design**.

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

Directed two paid design internships (Summer '21, '22) in partnership with the Nueva School in Palo Alto.

Established enterprise-level Figma design system with reusable components, ensuring design consistency across web and mobile apps. Collaborated closely with engineers during Agile sprints** to align designs with technical constraints.

Measured impact of design changes using user engagement and adoption data.

Product Designer Dec '18 - Jun '19

DALI Lab *Hanover, NH, 6 months*

Created and tested physical prototypes for TactTiles, an educational tool aimed at helping autistic students regulate emotions.

Education

BA Psychology and Economics cum laude, Dartmouth College, *Hanover NH*

Graduate Certificate in User-Centered Design, University of Washington, *Seattle WA*