



Aidan O'Day

Product & UX Designer

617.849.2885

aidan.oday@gmail.com

Portfolio:

www.aidanoday.me

About Me

Based in Seattle, WA, I am a storied UX Designer and Product Manager, and Entrepreneur (ugh, I know) with robust experience in user research, interface design, product leadership, and cross-functional collaboration on shipping web and mobile apps. I'm leveraging my unique background studying human values, needs, and behavior, and my interests in tech, fabrication, and art to create detailed understandings of complex problem spaces and to build unique and delightful products.

Experience

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, 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 Figma 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 meet users where they were (mobile), which garnered 824 users and attracted over 100,000 site visits 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 prototype options, which resulted in reliable qualitative data that allowed us to **differentiate successful and unsuccessful textures**.

Education

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**

ENGS012: **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, asked us to present our findings and policy implications to the Provost and to Dartmouth's Division of Student Affairs.