# Aidan O'Day
*Product & UX Designer*

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*Portfolio:*
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## About Me

Based in Seattle, WA, I am a seasoned UX Designer, Product Manager, and startup veteran with robust experience in user research, interface design, and product leadership. I'm leveraging my unique background in human values and social psychology along with my interests in humanitarian design, art, philosophy, and the creative world to gain detailed insight into user needs, tackle complex problems, and create delightful products.

My favorite tools are **Figma**, **InVision** (although now I prefer **FigJam**), **Trello, Notion, Adobe Illustrator**, and **After Effects,** (but I can use anything).

## Experience

**Nov 2022**
**Present**

### UX Designer & Product Strategist
APODesign    *Seattle, WA*

**Developed app concept screens, enterprise portal, landing page, design systems, branding, pitch deck assets** and aided in developing **problem statements, user personas, journey maps, and user flows** to support $2.5MM pre-seed raise for Knomee.app, a financial profiling tool.

**Created logos, branding, and motion graphics** for the founders of SYNQ, a platform for social connection.

**Nov 2019**
**Oct 2022**

### Cofounder, Head of Product, Lead UX Designer
ILWE, INC.    *Remote until February 2021, Los Angeles, CA until October 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** and **remain accountable to our investors.**

**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 a high-potential talent pool.**

**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*

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

## 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. He asked us to present our findings and policy implications to the Provost and to Dartmouth's Division of Student Affairs.