Aidan O'Day

Seattle-based UX Designer with a passion for accessible design and inter-disciplinary collaboration.

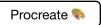
Expertise

Figma 📱 💻

Adobe Photoshop 🖋

Adobe Illustrator /

Adobe After Effects



Google Analytics 📊

Physical Prototyping

Motion Graphics 🦮

Et Cetera

Backcountry Skiing 🦫

Hiking 💟

Soccer 🕙

Chess 🌡

Gardening 🍼

Fixing Cars 🔪

Contact

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portfolio: www.aidanoday.me

Cofounder, CPO, UX Designer

ILWE, INC. Los Angeles, CA

Headed product efforts and worked directly with CTO to design and develop a web application using Agile methodologies on a 2-week sprint cycle, following mobile-first conventions of responsive design, WCAG 2.1 accessibility standards, and Jakob Nielsen's 10 Usability Heuristics for UI Design.

Designed and released 2 cross-platform mobile apps available on the Google Play Store and IOS App Store.

Developed brand design systems and component libraries using Figma.

Conducted 200+ 1:1 user interviews, circulated monthly surveys, and organized design-thinking exercises (journey mapping, user profiling, storyboarding, etc.) to understand user needs and find product-market fit.

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

Volunteer UI Designer

Sep '19 - Nov '19

Nov '19 - Sep '22

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.

Product Designer

Dec '18 - Jun '19

Digital Applied Learning and Innovation Lab Hanover, NH

Conducted primary user research with teachers and students in the Hartford Autism Regional Program to understand how to elicit delight and harness it for focus and learning.

Constructed physical prototypes using wood, foam, and found objects to explore how texture could effect students' moods, engagement, and energy levels.

Created observation forms to help teachers measure and record their students' engagement with the different prototype options.

Education

Dartmouth College, Hanover, NH

Sep '15 - Jun '19

Bachelor of Arts, cum laude Major: Economics modified with Psychology

Minor: Philosophy

Relevant Courses: ENGS012: Design Thinking

Foreign Study: Advanced Language Study Abroad based in Rome, Italy

Philosophy Foreign Study Program in Edinburgh, Scotland