


# 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 

Procreate 

Google Analytics 

Physical Prototyping 

Motion Graphics 

## Et Cetera

Backcountry Skiing 

Hiking 

Soccer 

Chess 

Gardening 

Fixing Cars 

## Contact

email: [aidan.oday@gmail.com](mailto:aidan.oday@gmail.com)

phone: 617.849.2885

portfolio: [www.aidanoday.me](http://www.aidanoday.me)

## Cofounder, CPO, UX Designer

ILWE, INC. *Los Angeles, CA*

Nov '19 - Sep '22

**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

Code for San Francisco *San Francisco, CA*

Sep '19 - Nov '19

**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

Digital Applied Learning and Innovation Lab *Hanover, NH*

Dec '18 - Jun '19

**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