



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

Jul 2023

UX/UI Designer

Present

inquired Remote from Seattle, WA

Developed unified design system to create more self-evident designs, ensure AAA accessibility, and integrate product and engineering cycles to enable more efficient product development practices.

Currently leading design efforts, taking project ownership from discovery through handoff to develop new features and to redevelop the existing platform experience with a focus on **increasing responsiveness and accessibility**.

Nov 2022

UX Designer & Product Strategist

Present

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, user flows and clickable prototypes** to support \$250,000 pre-seed raise for Knomee, a financial profiling tool.

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

Nov 2019

Cofounder, Head of Product, Lead UX Designer

Oct 2022

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

Volunteer UI Designer

Nov 2019

Code for San Francisco San Francisco, CA

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

Product Designer

Jun 2019

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

Dartmouth College, Hanover, NH

Jun 2019

Behavioral Economics, concentration in Social Psychology

Bachelor of Arts, *cum laude*

GPA: 3.74