

Aidan O'Day

Product & UI/UX Designer

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Portfolio: www.aidanoday.me

Tinker artist turned Product Designer. Growing up, I took hard drives apart with my friends and made art with the pieces. Today, I bring that same technical and creative curiosity, an academic background in psychology and user-centered design, and seven years of product design experience to the table.

My favorite digital creative tools are Figma, FigJam, After Effects, and Lottie.

UI/UX Designer Dec '24 - Now

lululemon via Randstad, *Seattle, WA, 10 months*

Leading interface redesign of internal logistics platform for Outbound Logistics Technology team.

Leading interface redesign of store portal for the Retail Technology team.

UI/UX Designer Jul '23 - Dec '24

inquirED, *Seattle, WA, 1 year, 5 months*

Lead year-long project to redesign core product platform to meet WCAG 2.1 Standards.

Initiated projects to improve internal tools usability to make them easier to use for expanding content platforming team.

Developed unified design system to create reusable design components to create consistency across the platform, give shared language to the product and engineering cycles which enable more efficient product development practices.

Product Design Consultant Dec '22 - Jul '23

Knomee, *Seattle, WA, 8 months*

Developed app concept screens, enterprise portal, landing page, design systems, branding, pitch deck assets, workshopped problem statements, user personas, journey maps, user flows and **created clickable prototypes in Figma** to support **\$250,000 pre-seed raise**.

Founding Product Designer Nov '19 - Oct '22

ILWE, INC, *Los Angeles, CA, 3 years*

Raised **\$400,000 in pre-seed funding** and used UX methods to inform product build, track product-market fit, and **demonstrate accountability to our investors**.

Lead interface and motion design across web application, react native mobile application, and marketing efforts.

Headed product efforts and worked directly with engineers to develop efficient and value-driven product practices across distributed and in-person environments, which resulted in a principled product team that **shipped updates to ILWE.io and ILWE Mobile on a 2-week sprint cycle, followed WCAG 2.1 accessibility standards**, Jakob Nielsen's 10 Usability Heuristics for UI Design, and took a **mobile-first approach to responsive design**.

Developed brand design system with a library of over 1,000 reusable components using Figma to create clickable, parametrically-driven high-fidelity prototypes, which lead to faster prototyping and better user feedback on a shorter timeline.

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

Product Designer Dec '18 - Jun '19

DALI Lab *Hanover, NH, 6 months*

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

Education

BA Economics modified with Psychology, Dartmouth College, *Hanover NH*

Graduate Certificate in User-Centered Design, University of Washington, *Seattle WA*