



Aidan O'Day

Seattle, WA • 617.849.2885

www.aidanoday.me • aidan.oday@gmail.com

Experience

Cofounder, CPO, 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.

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.

Expertise

Figma

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Procreate

Google Analytics

Physical Prototyping

Motion Graphics

Education

Dartmouth College, Hanover, NH Sep '15 - Jun '19

Bachelor of Arts, cum laude

Major:

Economics modified with Psychology

Minor:

Philosophy

Relevant Courses:

ENG5012: Design Thinking

Foreign Study:

Advanced Language Study Abroad based in Rome, Italy

Philosophy Foreign Study Program in Edinburgh, Scotland

Et Cetera

Backcountry Skiing

Hiking

Gardening

Fixing Cars