

# Aidan O'Day

## Product & UI/UX Designer

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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.

### Sr. UI/UX Designer Dec '24 - Now

lululemon via Randstad, Seattle, WA, 1 year

**Leading the design system update and interface development of luluroute2.0**, the internal logistics platform used by the Outbound Logistics Technology team, empowering non-technical users and shortening the turnaround on critical business logic implementation from 3 days to less than 30 minutes.

**Leading new features design for the Store Shipping Portal**, the internal shipments manager used in lululemon stores to improve information hierarchy and streamline key package-tracking workflows.

### 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 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