Aiden Kwen
Visual and UI/UX Designer

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Education

Master of Science in Advanced Media Management
Newhouse School of Public Communications, Syracuse University

Bachelor of Science in Public Relations
Newhouse School of Public Communications, Syracuse University

Skills

UI/UX Design
Figma, interaction design, rapid prototyping, Sketch, usability testing, user research, wireframing

Visual/Motion Design
Adobe Creative Suite (After Effects, InDesign, Illustrator, Photoshop, Premiere Pro), Procreate, Rive

Visual Design
Custom WordPress theme development, Glide, HTML/CSS, PHP, Webflow

Content Strategy
Similarweb, Google Analytics

Experience

Freelance Visual Designer   November 2025—Present
eureka! Design Works   *Boston, MA*
Current clients: SMILE Mass, Exoskeleton & Prosthetic Intelligent Controls (EPIC) @ Georgia Tech, The Million Year Picnic
- Independently generating and converting leads through targeted outreach, portfolio positioning, and referral pipelines, managing the full client lifecycle from discovery and proposal to launch.
- Designing and developing custom websites in WordPress and Webflow to empower small businesses based on insights surfaced during discovery interviews, stakeholder workshops, and competitive analysis, translating user needs and business goals into responsive, conversion-focused digital experiences.

Product Design Intern–Marketing   May—August 2025
Golden Nugget Las Vegas; Landry's, Inc.   *Las Vegas, NV*
- Proactively led the end-to-end redesign of multiple internal Special Events tools at GNLV—including a new tournament registration platform for 250+ player gaming events and a seating system for 500+ guest parties—validated through user testing to reduce errors and save hours of staff time per event while improving high-volume workflow management.
- Partnered with 5+ stakeholders across GNLV and Landry's, Inc. across Marketing and IT to define requirements and create design solutions that aligned with Landry's established development pipeline.

Product Design Intern   October—May 2025
Semantic Forensics (SemaFor), Newhouse School   *Syracuse, NY*
- Designed intuitive interfaces in Figma for DARPA-funded AI/ML misinformation-detection tools, supporting Dr. Jason Davis' research and improving how investigative journalists identify and analyze false information.
- Collaborated with developers and research stakeholders to streamline workflows and reduce friction in the existing tool, ensuring the redesigned experience aligned with real newsroom practices and needs.

Web Developer   December—March 2025
Being Patient   *Remote*
- Contributed to the migration from Being Patient's legacy WordPress site to a redesigned, modern WordPress build during a period of declining organic visibility, improving page structure, navigation clarity, and overall usability to support long-term traffic recovery.
- Redesigned key page templates using Avada to strengthen engagement and internal linking, ensuring the new WordPress experience addressed issues reflected in the site's SEO performance while aligning with accessibility and UX best practices.