Aiden Zucker
Product Designer

aiden.works
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Education

BFA in Communication Design
Washington University in St. Louis
May 2016, Cum Laude

Capabilities

Skills
UX Research
Wireframing
UI Design
Visual Design
Web Design
HTML and CSS
Prototyping
Usability Testing
Copywriting

Tools
Figma
Sketch
InVision
InDesign
Illustrator
Photoshop
Premiere Pro
Final Cut Pro

Leadership
Workshop Instruction
Public Speaking
Project Management

Languages
English (native)
Spanish (fluent)

Experience

MURAL Product Designer
January–December 2017 in Buenos Aires, Argentina

Worked as one of five product designers at MURAL, a software startup that helps teams collaborate visually and inclusively. Consistently involved sales, engineering and customer success in early product feedback, resulting in better cross-team product knowledge and shorter feedback loops. Advocated for tracking success criteria of product changes to quantify impact. Identified export discoverability problems and designed an affordance that increased exports by 28%. Proposed and shipped product-wide typographic improvements to legibility and consistency.

aiden.works Designer
December 2015–present

Runs independent design consulting practice focused on helping early-stage companies and social impact clients including: WUSTL Office for Socially Engaged Practice, Numina, ORGANIZE, Groupraise, Alephants, Keteka and Medscape.

Start-Up Chile Designer in Residence
June–August 2015 in Santiago, Chile

Led design thinking workshops for CEOs and founders. Studied the role of design at a government-backed startup accelerator. Synthesized findings in a paper and presented at the WUSTL Undergraduate Research Symposium. Developed a set of bilingual design guidelines and tools for the accelerator.

IBM Design Software Design Intern
May–July 2014 in Austin, Texas

Identified problems in the enterprise email experience and designed personas, journey maps and product concepts. Learned IBM's design thinking framework for creating better business outcomes. Designed story-driven presentations weekly and presented to VP-level executives at the Armonk, NY headquarters.