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## Education

### **BFA in Communication Design**

Washington University in St. Louis

May 2016, Cum Laude

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## Capabilities

### **Skills**

UX Research  
UI Design  
Web Design  
HTML and CSS  
Prototyping  
Usability Testing  
A/B Testing  
Copywriting  
JTBD and Job Stories

### **Tools**

Sketch  
InVision  
InDesign  
Illustrator  
Photoshop  
Premiere Pro  
GitHub/ZenHub  
Amplitude

### **Leadership**

Workshop Instruction  
Public Speaking  
Team Facilitation

### **Languages**

English (native)  
Spanish (fluent)

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## 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 / Researcher

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.