

AIDEN ZUCKER

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EDUCATION

Washington University in St. Louis
Sam Fox School of Design & Visual Arts
BFA in Communication Design, May 2016

EXPERIENCE

MURAL
Buenos Aires, Argentina
January 2017–Present

DESIGNER Work full-time for MURAL, a digital whiteboard that lets remote design teams collaborate visually. Interview users, develop personas and experience maps, design wireframes and mockups, build prototypes, and iterate on existing features using A/B testing. Collaborated with four other designers and the engineering team to implement new features.

Freelance
Multiple locations
January 2016–Present

FREELANCE DESIGNER Built and improved products and services for clients using a collaborative and human-centered approach. Projects include UX research, branding, marketing, copywriting, wire-framing, and poster design. Select clients include Washington University in St. Louis, CTY, Groupraise, Alephants, Keteka, Medscape and ORGANIZE.

Start-Up Chile
Santiago, Chile
June–August 2015

DESIGNER/RESEARCHER Studied the role of design in entrepreneurship practices at a government-funded startup incubator bringing global innovation to Chile. Interviewed ten employees on how they use Start-Up Chile's brand and designed brand guidelines and templates to unify and strengthen branding. Led two design thinking workshops for CEOs and founders. Wrote a white paper and presented at the WashU Undergraduate Research Symposium.

IBM Design
Austin, Texas
May–July 2014

SOFTWARE DESIGN INTERN Learned and practiced IBM's design thinking framework. Conducted UX research in a five person team. Developed personas, journey maps and product concept for reimagining email for enterprise users. Designed story-driven decks for weekly stakeholder meetings in preparation for a presentation to senior executives at the IBM headquarters in Armonk, NY.

Amigos de las Américas
Cajamarca, Peru
May–July 2013

PROJECT SUPERVISOR Coordinated with local nonprofits, host families and community leaders to plan and implement youth leadership programs and sustainable development projects. Designed and facilitated participatory evaluations with host communities and partner organizations.

ACTIVITIES

WashU City
St. Louis, Missouri
October 2014–May 2016

MENTOR Taught workshops to high school students on how to use the principles of communication design to solve problems. Lead lessons and worked individually with students. Examples lessons include Photoshop collage and GIF design.

Skillshare Sunday
St. Louis, Missouri
April 2014–May 2016

CO-FOUNDER Recruited and led a team of 15 that executed a fully-integrated guerrilla advertising campaign, drawing more than 300 students and community members to attend a day-long series of workshops. Campaign included murals, banners, posters, social media, giveaways, and flash mobs.

SKILLS

PROFICIENT Adobe Illustrator, InDesign and Photoshop, Adobe Premiere Pro, Final Cut Pro, HTML/CSS, InVision, Apple Keynote, printmaking

LANGUAGES English (native), Spanish (fluent)