

AARON GERTLER

UI/UX DESIGNER & FRONT-END DEVELOPER

Nashville, TN

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ABOUT

An experienced designer and collaborator that has worked across a wide spectrum of multimedia and technologies and is currently growing his skill set as a UI/UX designer and front-end developer using tools such as HTML5, CSS3, JavaScript, Typescript, and React. Looking to continue along the path of growing his career as a UI/UX designer and front-end developer.

TECHNICAL EXPERIENCE

ASSOCIATE SOFTWARE ENGINEER

STR | Hendersonville, TN

2022–Current

- Work on the front-end team of a hospitality analytics platform, utilizing data from thousands of properties and presenting the information via dashboards to users so they can make informed future business decisions.
- Handle data with Apollo GraphQL and advanced state management with Redux to propagate relevant data across our app to properly organize and deliver the information the user desires efficiently and promptly.
- Utilize an in-house developed component library using React and TypeScript to create a seamless and pleasing visual and interactive experience to the user, utilizing tools like LogRocket to track user journeys within our app.

UI/UX FRONT-END ENGINEER

XPressPark | Nashville, TN (Remote)

2021–2022

- Designed reference materials for the dev team including wireframes and high-fidelity mockups using tools like Figma as well as assets for the branding and marketing of the company using Adobe CC.
- Created and maintained our design system within Storybook and built using Typescript, React, and Tailwindcss based on previous usage of Ant Design and Tailwindui.
- Worked on the front-end team utilizing the MVVM architecture structure and component-based construction with a focus on user-centric design and prioritizing an efficient user experience.

DEV SKILLS

Ant Design

Azure, GitHub, & GitLab

Bootstrap

CSS3

Firebase

Heroku

HTML5

JavaScript & TypeScript

Jira

Linux

MVVM

NPM, PNPM, & Yarn

ReactJS

SASS

Semantic UI

Storybook

Tailwindcss

VSCode

Wordpress

Wrike

UI/UX SKILLS

Adobe XD

Branding

Copywriting

Figma

Illustrator

InDesign

Journey Mapping

Lightroom

Photoshop

Prototyping

User Testing

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TECHNICAL EXPERIENCE (CONT.)

UI/UX DESIGNER & FRONT-END DEVELOPER (APPRENTICESHIP)

Nashville Software School | Nashville, TN (Remote)
2020–2021

- Intensive full-time six-month front-end web development and UI/UX design bootcamp anchoring learning with both individual and team-based projects. Tech Stack: HTML5, CSS3, SASS, JavaScript, React, JSON, Node.js, Git, and GitHub.
- NSS Project #1 - **SeaTrack (See on GitHub)**: An app to help aquarists track water quality and fish health in their aquarium(s). Built using React, HTML5, CSS3, JSON Server, and Semantic UI.
- NSS Project #2 - **Stockpile (See on GitHub)**: An app to help photographers and videographers, both freelance and small teams, keep track of their equipment and what gear is currently available. Built using React, HTML5, CSS3, JSON Server, and Ant Design.

MULTIMEDIA DESIGNER

KHS America, Inc. | Nashville, TN
2014–2020

- Created and managed a suite of assets, both print and digital, across a family of 20 unique musical instrument brands.
- Collaborated with multiple cross-functional marketing teams to support brand initiatives and strategies to increase awareness and bolster sales while managing workload via task management software.

GRAPHIC DESIGNER

W3BG Web Group, LLC | Atlanta, GA
2012–2013

- Created a variety of marketing assets both in digital and print mediums as well as designed website layout mockups.
- Clientele ranged from local businesses to national corporations in industries such as healthcare and politics.

EDUCATION

**UI/UX Design &
Front-End Development**
Nashville Software School

Master of Arts
Advertising & PR
The University of Alabama

Bachelor of Arts
Visual Communication
The University of Alabama

ACTIVITIES & AWARDS

Board Member
AIGA Nashville
2012–2022

Oakley Society (Mentor)
The University of Alabama
2017–Current

Former Member
UA Million Dollar Band
2006–2011

