AARON GERTLER
UI/UX DESIGNER & FRONT-END DEVELOPER

ABOUT

Proficient UI/UX designer and front-end developer with a strong background across multimedia disciplines. Specializes in React, TypeScript, and design systems, with a focus on user-centric, scalable interfaces. Experienced in both design and development tools including Storybook, Figma, Adobe CC, and modern front-end frameworks.

TECHNICAL EXPERIENCE

SENIOR ASSOCIATE DIGITAL STRATEGIST
Throughline, Inc. | Washington, D.C. (remote)
2023–Current

- Worked on the front-end of multiple internal development initiatives to build tools and platforms for a variety of clients as well as on services to make day-to-day business operations more efficient.
- Combining Ant Design and Material UI, created the custom design system, dubbed "NimbleUI", for the v3 release of Throughline's NimbleStory platform, which standardized the visual and interactive interfaces across the wide variety of products offered by NimbleStory.
- Developed a Progressive Web App (PWA) for the Department of Defense's DWFP program, enabling pest management professionals in both public and private sectors to efficiently access and search a database of over 16,000 pest control products in the field. Leveraged IndexedDB for local data storage to ensure full offline functionality, supporting real-time decision-making in remote or low-connectivity environments.

ASSOCIATE SOFTWARE ENGINEER
CoStar Group (STR) | Hendersonville, TN
2022–2023

- Worked 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.
- Handled 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.

Nashville, TN

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⊕ aarongertler

DEVELOPMENT

SKILLS
HTML5, CSS3, SASS
IndexedDB, PWAs
JavaScript, TypeScript
React
Redux, GraphQL (Apollo)
REST APIs
Version Control (Git)

TOOLS
Ant Design, Material UI
Azure, BitBucket, GitLab
Cloudflare, Firebase, Vercel
Jira
Linux
NPM, PNPM, Yarn
Storybook
Tailwindcss, Tailwindui
VSCode

DESIGN

SKILLS
Branding & Identity
Copywriting
Journey Mapping
Prototyping & Wireframing
User Testing

TOOLS
Adobe XD, Figma
Lightroom, Photoshop
Illustrator, InDesign
Zeplin

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TECHNICAL EXPERIENCE (CONT.)

- Utilized 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 | Charleston, SC (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.

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.

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.

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
2017–2023

Former Member
UA Million Dollar Band
2006–2011