

# Hello, I'm Aaron.

Over the past nine years I have focused on designing products that help people understand and react to complex information. I specialise in building clean and well-structured interfaces, data-driven prototypes and scalable design systems.

My experience leading distributed design teams has taught me the value in creating a clear product vision, building consensus and developing a robust, candid critique process. Most importantly though, the need to question and learn.

## Contact

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## Visa

**2 Year TSS**  
Subclass 482 Visa  
Started 10 August 2019

## Education

**BA (Hons) Graphic Media**  
University of Essex (2:1)  
October 2008 – July 2011

**Nat. Diploma Graphic Design**  
Colchester Institute (Merit)  
September 2006 – July 2008

**Notley High School**  
Braintree, Essex (GSCEs)  
September 2000 – July 2005

## Skills

### Design Tools

Figma, Sketch App, Framer,  
Abstract, Zeplin, Invision,

### Technical Skills

HTML & CSS, Coffee Script,  
Javascript, React, Git

## Product Design Team Lead

Nearmap, Sydney. May 2019 - Present

I joined Nearmap to establish the design team and help create the next generation of web apps. My role is to set the design vision for these applications and define the visual language, UX and interaction design.

As design lead, I am responsible for creating the design patterns that enable us to integrate our 2D, 3D and AI technology into MapBrowser. By applying user-centred design principles, I research and prototype unique interactions that make complex geospatial data more accessible.

An important part of my role has been the development of the design function. By scaling and mentoring the team, critiquing work and setting clear design principles, I have been able to establish a strong design culture.

### Key highlights

- Led the design direction through tight collaboration across multiple teams
- Established Nearmap's design principles and values
- Facilitated user research and focus group sessions
- Being recognised by Fast Company for our work on 3D MapBrowser

## Senior UI Designer (Contract)

Woolworths Group, Sydney. October 2018 - May 2019

After relocating to Sydney I joined the mobile team at Woolies X. Embedded within a feature squad, I worked on a number of projects from inception through to release. Applying user-centred design principles I helped define key user needs, facilitated ideation sessions and delivered high fidelity designs and prototypes ready for development.

I also instigated a number of initiatives to help define the apps long term design vision. This included team and stakeholder presentations, team hack days and Google design sprints.

### Key highlights

- Delivering high fidelity designs and specifications for feature development
- Developing a proof of concept prototypes using Javascript and Swift code
- Presenting designs to senior leadership and the wider business
- Facilitating team workshops to define the design process

## Skills

### Behavioural Psychology

Understanding what underpins our decisions

Since January 2018

### Javascript & React

Creating React components for Framer prototypes

Since June 2018

### IXDA Mentoring scheme

Sharing experience and insights with others

Since February 2019

## References

### Paula Smith

IG Group

paula.smith@ig.com

### John Anderson

Addison Group

johnanderson@gmail.com

## Lead UI Designer

IG Group, London. May 2015 - September 2018

I joined the team at IG to help redesign the flagship trading platform. As part of a cross-functional team, we leveraged user-centred design principles to define key user tasks and validate hypothesis. I created high fidelity prototypes for use during focus groups and user testing sessions, as well as to communicate design concepts to senior stakeholders.

After the launch of the web trading platform I was asked to lead the mobile UI team. Split across London and Krakow, the team was responsible for designing IG's nine iOS, Android, and web mobile apps. I was accountable for the quality and output of the team. Defining design tasks, managing deadlines, critiquing work and mentoring.

A key part of my role was developing a product vision for mobile. Working with the Lead UX Designer I facilitated stakeholder and client interviews and collected quantitative trading data. These insights were then used to radically rethink how core user tasks could be performed. After extensive testing, a prototype and release strategy were presented to the board.

Another element of my role was championing the agile design process at IG. A key part was making sure that the mobile design team were involved from a projects inception. I was vocal in the benefits of following an iterative design process as well as the need to use customer trends and feedback to better inform the decision making process.

### Key highlights

- Defining and championing the product vision for mobile
- Creating IG's international design system
- Performing quantitate and qualatative user research
- Recruiting and mentoring the mobile design team
- Hosting Framer London meet ups at IG office

## Digital Designer

Addison Group. London, August 2011 - May 2015

The Group was my first full-time design position after graduating from university. My role was to take projects from initial concept through to delivery. I worked with a number of clients, designing responsive websites, web apps and annual reports. Presenting creative outcomes to clients was an important part of the process and helped shape my presentation and narrative skills.

### Key highlights

- Helped design and deliver the first FTSE100 responsive corporate website
- Presenting to senior clients including M&C SAATCHI and Prudential
- Leading the design of flagship projects for key clients
- Creating design style guides including interaction and animation styles
- Promoting the use of coffee script prototypes