

# Hello, I'm Aaron.

Over the past seven 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 a co-located UI design team has taught me the value in creating a clear product vision, building consensus and developing a robust, candid critique processes. Most importantly though, the need to question and learn.

## Contact

mail@aaronroot.net  
http://aaronroot.net  
+44 7872037679

## Visa

**1 Year Working Holiday**  
Subclass 417 Visa  
Starting 02 October 2018

## Education

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

**ND Graphic Design**  
Colchester Institute (Merit)  
September 2006 – July 2008

## Learning

**Behavioural Psychology**  
Understanding what  
underpins our decisions  
Since January 2018

**Javascript & React**  
Creating React components  
for Framar prototypes  
Since June 2018

## Lead UI Designer – Mobile Platforms

IG Group, September 2016 - September 2018

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.

## UI Designer – Web Trading Platforms

IG Group, May 2015 - September 2016

I joined the team at IG to help redesign the flagship trading platform. My role was to define the visual language and lead the UI and interaction design for the platform. This would later set the design direction of IG's other applications and form the basis of the design system.

As part of a cross-functional team, we leveraged user-centered 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.

## Digital Designer

The Group/Addison Group, August 2011 - May 2015

At Addison Group my role was to take a design lead on digital projects from initial concept through to delivery. Presenting creative outcomes to clients was an important part of the process and helped shape my presentation and narrative skills.