Aaron K. White *noun [aye-aye · ron]*

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Summary

A seasoned senior design leader, specializing in building high growth enterprise SaaS products. I strongly believe in making a positive impact on the lives of a user by utilizing Design Thinking, Lean UX and Product Discovery methodologies in order to understand user needs, validate assumptions and deliver creative solutions that are effective, easy-to-use and enjoyable.

Specialties: Design Leadership, Scaling Teams, Design Systems, UI/UX Design & Development, Persona Development, User Research, Lean UX, Product Discovery, Storymapping, Rapid Prototyping, Front End Development, Agile Methodologies.

Experience

HEAD OF DESIGN & USER EXPERIENCE │ STACKHAWK
2020 - Present

My role at StackHawk spans the entire customer experience. My team is responsible for every user touch point from marketing campaigns, websites, conferences, product onboarding, documentation, developer experience, the CLI, IDE, and off-boarding of the platform. Design is at the forefront at StackHawk and is involved in every step of the process, this helps ensure brand and experience consistecy throughout the entire user journey.

I lead a team of Product and Brand designers who are responsible for ensuring that StackHawk speaks the language of developers, and helps to bridge the gap between developement and security teams.

UX MANAGER - OPS │ GITLAB
2019

As the UX Manager - Ops, I was responsible for both the Configure, APM & Health stages within GitLab. My primary responsibilities were to hire technical designers into each stage, work with cross functional teams to grow the Monitor products and lead the deisgn direction for the Incident Management platform.

DIRECTOR OF USER EXPERIENCE / UX MANAGER │ VICTOROPS / SPLUNK
2016 - 2019

VictorOps was aquired by Splunk in 2018. In my role as Director of User Experience / UX Manager at VictorOps, I led a team of designers responsible for delivering superior experiences across both web and mobile platforms. I work in highly collaborative environments with cross-disciplinary teams to deliver informed and iterative design solutions that drive our mission of "Making On-Call Suck Less" for DevOps professionals.

Additionally, I was directly responsible for the strategic vision and execution for our industry-leading native iOS and Android applications.

TOOLBELT

Design Sprints
Google Slides
Heavy Card Stock
Figma
Illustrator
Keynote
Miro
#2 Pencils
Sharpies
Sketch
Story Mapping
Super Sticky Post-It's
V-Board Master Markers

TECHNICAL

*nix
CSS/SASS
Git
HTML/5
Hugo
Javascript/jQuery
Jekyll
Markdown
MySQL
PHP
Rails
React
SQL

COLOPHON

Inter Light
Inter Regular
Inter Semi-bold
Inter Extra-bold

PRINCIPAL UX DESIGNER | WORKIVA
2012 - 2016

As a member of the UX leadership team I played a key role in positioning UX to be an equal partner with product management and engineering in the product development process, growing the team to 40+ interaction designers, visual designers, user researchers and content writers. In my role I focussed on driving user-centered design activities while evangelizing the product discovery process, developing interactive prototypes to validate assumptions and bringing Design Thinking and Lean UX methodologies into the enterprise.

UX DESIGN LEAD | EMPIRE AVENUE
2010 - 2012

Played a key role in conceptualizing features, wireframe interfaces, creating HTML prototypes for testing, designing comps, and doing front-end development to implement design concepts. Introduced a user-centered design & development process for feature releases which include web analytics reporting, A/B testing, heat map tracking & extensive user testing. Actively engage with engineers on a daily basis to develop a world-class web experience utilizing Agile development methodology in a custom PHP/MVC environment.

WEB DESIGNER | MYSQL / SUN MICROSYSTEMS
2008 - 2010

WEB ANALYST | GRANT THORNTON
2008 - 2010

SR. SUPPORT ANALYST | TEK SYSTEMS / BANK OF AMERICA
2006 - 2007

IT ANALYST | WHOLE FOODS MARKET
2005 - 2006

WEB DEVELOPER | SUN MICROSYSTEMS
2001 - 2005

Education

BACHELORS OF SCIENCE, COMPUTER SCIENCE
Regis University - 2001

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