Aaron K. White

noun [aye-aye · ron] · aaronkwhite.com · aaron@aaronkwhite.com

Summary

As a senior design leader with a strong track record in building successful enterprise SaaS products, I am dedicated to creating a positive impact through the use of design thinking, lean UX, and product discovery methodologies. These approaches allow me and my team to deeply understand user needs, validate assumptions, and deliver creative solutions that are effective, easy to use, and enjoyable. I believe that by focusing on the user experience, we can create products that truly make a difference in people's lives.

Specialties

Design Leadership, Product Strategy, Scaling Teams, Design Systems, UI/UX Design & Development, Persona Development, User Research, Lean UX, Product Discovery, Story mapping, Rapid Prototyping, Front-End Development, Agile Methodologies.

Experience

VP of Design & User Experience | stackhawk

2020 - Present

As the VP of Design and User Experience at StackHawk, I lead a talented team of Product, Brand, and Content designers in creating and maintaining a positive user experience throughout the customer journey. Design plays a key role in our customer experience, helping to ensure brand and experience consistency across all touch points, including marketing campaigns, websites, product onboarding, technical documentation, robust design systems and the developer experience (including the API, CLI and IDE). By involving design in every stage of the process, we create a cohesive and intuitive user experience that meets the needs of our customers.

UX Manager | gitlab

2019

As a UX Manager, I was responsible for overseeing the user experience of the Configure, APM, and Health stages within GitLab. This included hiring technical designers for each stage, collaborating with cross-functional teams to expand the Monitor products, and leading the design direction for the Incident Management platform. My main focus was to ensure that all of these areas provided a seamless and intuitive experience for all GitLab customers.

Director of User Experience / UX Manager | victorops / splunk

2016 - 2019

As the Director of User Experience at VictorOps, I was responsible for overseeing the design of user experiences across web and mobile platforms. This included working with cross-functional teams, such as engineering, QA, and marketing, to deliver informed and iterative design solutions that supported our mission of improving the on-call experience for DevOps professionals. In this role, I played a central role in defining the vision and direction for our design efforts, as well as managing a team of designers and ensuring that they had the resources and support they needed to succeed.

In addition to my design responsibilities, I was responsible for defining overall strategy, managing the roadmap, budget, and resources for our mobile products. I also worked closely with our customers and other stakeholders to gather feedback and insights that informed product decisions, and I continually looked for opportunities to improve the mobile experience and drive business growth.

Principal UX Designer | workiva

2012 - 2016

As a member of the UX leadership team, I was responsible for ensuring that user experience was at the forefront of all product development efforts. To achieve this, I worked to establish UX as a key partner with product management and engineering, playing a key role in expanding the team to include a diverse range of designers, researchers, and content writers. I emphasized user-centered design and promoted the use of product discovery, design thinking, and lean UX methodologies within the organization. My ultimate goal was to create products that were designed to meet the needs of our customers in a seamless and intuitive way, resulting in a positive and valuable user experience.

UX Design Lead | empireavenue

2010 - 2012

In my role, I was involved in all aspects of the design and development process, including conceiving features, creating wireframes, developing HTML prototypes, designing visuals, and implementing designs through front-end development. I introduced a user-centered design and development process that incorporated user interviews, surveys, web analytics, A/B testing, heat maps, and extensive user testing for feature releases. I also worked closely with engineers using Agile methodology in a custom PHP/MVC environment to create a top-quality web experience.

Web Designer | mysql

2008 - 2010

Web Analyst | grant thornton

2008 - 2010

Sr. Support Analyst | tek systems / bank of america

2008 - 2010

IT Analyst | whole foods market

2005 - 2006

Web Developer | sun microsystems

2001 - 2005

Education

B.S. Computer Science | regis university

2001

Skills

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, Astro, CSS/SASS, Docker, Git, HTML/5, Hugo, Javascript/jQuery, Jekyll, Markdown, MySQL, PHP, Rails, React, SQL, Tailwind