

AARON K. WHITE

UX DESIGN LEADER



SUMMARY

An accomplished 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

DIRECTOR OF USER EXPERIENCE | VICTOROPS

2016 - PRESENT

In my role as Director of User Experience at VictorOps, I lead 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 am directly responsible for the strategic vision and execution for our industry-leading native iOS and Android applications.

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

SR. SUPPORT ANALYST | TEK SYSTEMS / BANK OF AMERICA

2006 - 2007

IT ANALYST | WHOLE FOODS MARKET

2005 - 2006

WEB DEVELOPER | SUN MICROSYSTEMS

2001 - 2005

TOOLBELT

Atom
Google Slides
Heavy Card Stock
Illustrator
InVision
Jekyll
Keynote
Pencils
Sharpies
Sketch
Super Sticky Post-It's
V-Board Master Markers

TECHNICAL

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

EDUCATION

Bachelors of Science,
Computer Science
Regis University - 2001

COLOPHON

Lato Regular
Lato Light
Merriweather Light