AARONPHILLIPS

SUMMARY

A highly proficient and accomplished UX designer with multifaceted experience in product development, cross-functional collaboration, UX discovery, wireframing, prototyping, design system implementation, and strategic planning. Proven track record of success in enhancing associate experiences through innovative UX solutions, contributing to award-winning products, and driving privacy initiatives. Leverages exemplary leadership, creative, and communication skills to drive UX excellence, foster collaboration across teams, and elevate customer experiences while maintaining industry-leading standards of excellence.

EXPERIENCE

WALMART, Bentonville, Arkansas, Hybrid role
Senior UX Designer, 2023 – present

Held responsibility for quality, consistency, and accuracy of products in Me@Campus (Walmart's business-class product suite), primarily in the People Tech (HR) space. Worked cross-functionally with multiple partners in product, business, and engineering, advocating for the value of UX to non-designers. Conducted UX discovery, validated use cases, and mapped information architecture and user flows. Translated product requirement document (PRD) into use cases by defining applicable scenarios and then created stories with wireframes and prototypes in Figma, applying Walmart's design system. Created hand-off documentation for engineers.

- Served as part of the EBS ADE Integrated People UX Team, working with the Global Time & Attendance (GTA) Business, Product and Engineering teams. Designed the Mobile and Desktop clocking experience that affected all Walmart, Sam's Clubs, supply chain, and warehouse facilities internationally.
  - Empowered over 800k hourly associates with a user-friendly mobile app for effortless clocking. The product not only eliminates time tracking frustrations and ensures compliance, but also modernizes workforce management through a convenient interface. While initially planned as a simple product update, the app uncovered complex functionalities beyond the original scope. By tackling these challenges, the project delivered a comprehensive and well-received mobile experience that surpassed expectations. Furthermore, this streamlined clocking system is projected to save Walmart over $9 million annually and boost productivity by 12 seconds per associate.
  - Implemented in depth field research of the mobile clocking UX consisting of qualitative interviews, and guided prototype usability tests taken by Walmart Store Associates, People Leads and Managers. These studies validated hypotheticals of our design and also informed the next iteration by uncovering unanticipated friction points.
  - Performed detailed, best-in-class iconography study for clocking time card display. I ushered research findings and icon designs through the governance process, successfully gaining approval to add to the design system utilized globally by Walmart design and engineering teams.

- Rethought the Associate Survey experience for field and corporate associates to be delivered in each business's (Walmart and Sam's Club) respective applications. Identified critical UX differences between the design subsystems with the end-goal being to uncover design and UI inconsistencies and remedy before dev implementation.

- Contributed to the Financial Well-Being (FWB) product team in a UX support capacity by researching, testing and applying new updates to the recently launched award-winning associate benefits mini-app within Me@Walmart and Me@Campus mobile app and desktop product.

- Researched and designed an e2e priority 1 Support Pay feature for Me@Walmart and Me@Campus enabling managers to request monetary aid for their associates should an unfortunate event render work impossible at the facility. Worked directly with product, engineering, and business partners through iterative design informed by research. Usability testing with 20 users resulted in 100% of respondents saying the design was a 5 (best possible outcome) on a 5 point scale.
  - Worked with front end and back end engineers in a supporting role until launch.
  - Reviewed and tested engineering's work communicating any quality assurance (QA) issues to be fixed.
  - Identified 7 additional requirements to improve the usability of the 1st minimum viable product (MVP).
  - Quickly provided additional handoff files as unexpected requirements were presented.
  - Advised on what should be included in the 2nd MVP.
- Executed a design audit of the Me@Campus browser version for mobile and desktop devices. Found over 100+ design flaws in the categories of responsive design, UI/UX uniformity, typography and photos & illustrations.

AMAZON, Remote Role
Senior UX Designer, 2021-2023

Worked on high priority EU governance initiatives such as the Digital Markets Act (DMA) and how these new laws impact interest-based advertising (IBA) across all of Amazon's line of business (LOB). Designed and implemented bar-raising qualitative survey that polled Amazon's entire UK customer base on topics surrounding privacy and advertising settings. Consulted on privacy UX, helping to drive improved customer experiences surrounding privacy preferences and the educational needs of customers on what each setting accomplishes.

- Coordinated with senior technical product managers (TPMs) and researchers to write qualitative and quantitative studies that surveyed Amazon's EU customer base; data informed new and innovative products for consumers.
- Surveyed, in Qualtrics, 1,385 EU customers on their knowledge of preferences surrounding IBA, and A/B testing of different approaches to privacy preferences tradeoffs.
- Performed big 5 tech company (Google, Apple, Microsoft, Facebook, Amazon) competitor analysis; and presented my findings at the VP level.
- Worked with TPMs to research internal business processes and designed UX to meet new regulatory requirements and improve customer experience (CX) of internal client software.
- More details on the work can be found here: https://www.aboutamazon.eu/news/policy/amazon-and-the-digital-markets-act

KANSAS STATE UNIVERSITY, Remote Role
UX Instructor, 2021-2024

While working as full time Snr UX Designer at Amazon and Walmart taught UX research and design methodologies to a class of 30 to 40 students. This program was a 24 week grueling certification program that covered UX best practices. Taught competitive skills with a holistic focus on both design and front end development to help build intuitive interfaces, smarter user experiences, and how-to collaborate with greater efficiency across product teams.

- Taught user-centric design research Qualitative and Quantitative Research Practices
- Information architecture and flow, user need identification, user experience interviewing, persona creation and insight synthesis
- Taught user interface development methodologies
- Atomic design, UI grids and composition, color theory, heuristic evaluation, typography, interaction design and iconography
- Instructed on how-to create visual prototypes
- Adobe XD, Figma, Google Slides, storyboarding, decision mapping, decision flow diagrams
- Defined web prototyping
- HTML/CSS, GitHub, Bootstrap, Javascript and JQuery

ROADLIVES.COM, Springdale, Arkansas
Creative Director - UX, 2020-2021

Held responsibility for deliverables related to UI and UX for software and eCommerce products. Researched product viability and performed competitor analysis. Communicated project needs and complexities with departmental team leads and directed collaboration to attain project goals. Thrived in the fast-paced work environment full of passionate people and drove innovation. We worked as a team to solve design challenges and provide the best user experience for the products.

Some of my job responsibilities included:
- Create from scratch the design system for RoadLives
- Driving innovation in Web and Mobile App Design with new ideas and creativity.
- Create intuitive user interfaces focused on user experience and organization of content.
- Capture ideas from creative discussions and project planning to design initial concepts and vision.
- Work with senior level engineers and clients on development and gain final approval.
- Manage all graphic assets, logos and style guides.
- Design marketing assets as needed.

Some of the projects I directly impacted were:
- RoadLives; https://roadlives.com
- Mobile 10-8; https://mobile10-8.com https://play.google.com/store/apps/developer?id=Mobile+10-8,+LLC&hl=en_US&gl=US
- Campus Unlimited; https://apps.apple.com/us/app/campus-unlimited/id1528786207

NETWORX, INC., Kansas City, Missouri
Creative Director, 2017-2020

As lead creative at Networx responsible for the design and implementation of all digital and print products. Met directly with clients, listened to their needs and project requirements and successfully created award-winning work. Everything from the clients' websites to membership focused multi-page print publications. Made decisions on user interaction and experience, messaging, layout, etc. while working with project stakeholders, such as editors, graphic designers and clients. Designed logos, marketing brochures, social media graphics, newsletters, email templates, and more. One-stop shop for all things design.

- Worked with over 17 clients, delivering high visibility design materials.
- Created complete design systems for 3 different clients.
- Won a total of 11 design awards for 4 different clients.
- Consistently delivered high quality products that exceeded client expectations.

GHG | GREYHEALTH GROUP, Kansas City, Missouri
UX Designer III, 2014-2016

Worked with UX Director and UX Art Director to design and implement various marketing apps such as eDetailers, interactive visual aids (IVA), and online advertisements for pharmaceutical companies across human and animal health. Worked on the Bayer and Hills account.

- Launched the Abilify online advertisement campaign
- Launched 10 complicated IVAs for pharmaceutical sales reps
- Created detailed handoff files for developers

TRISTAR EVENT MEDIA, Overland Park, Kansas
Managing Art Director, 2011-2017

Served as lead art director for 20 different accounts at TriStar Event Media while building the design department. Helped to build TriStar's client base to include American Heart Association, American Academy of Pediatrics, and American Academy of Family Physicians.

- Successfully built an award winning design department
- Interviewed and Hired 4 full-time designers and 1 freelance designer.
- Met with directly with clients
- Conducted intake of new work
- Established product timelines
- Delegated design work to team
- Worked cross functionally with other departments
- Ensured quality was of the highest measure
- Helped to transform TriStar from a print product company to a digital product company.
- Launched TriStar's first mobile application that served the event media industry, successfully expanding TriStar's product offerings.
- Launched TriStar's first digital news website, creating a new stream of advertising revenue.

ADDITIONAL EXPERIENCE

ROBSTAN, Kansas City, Missouri, Art Director, 2005-2011.

EDUCATION

KANSAS CITY ART INSTITUTE, Kansas City, Missouri • Bachelors of Fine Arts, Design

AFFILIATIONS

NNG

CERTIFICATIONS

- Applying Innovation: Impact by ExperiencePoint™
- Foundations of Innovation ExperiencePoint

COMPUTER SKILLS

Microsoft Office Suite, Figma, Adobe XD, Sketch, Axure, Adobe CC Suite (After Effects, Dreamweaver, Premiere, InDesign, Photoshop, Illustrator), FinalCut Pro, Miro, InVision, Jiro, Asana, React and React Native, Angular