AARON**PHILLIPS**

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

TYSON FOODS, Springdale, Arkansas
Lead UX Designer and Researcher (Onsite), 2024-present

As the sole Lead UX Designer at Tyson Foods I am directly responsible for all end-to-end (e2e) UX design and research on high priority and high visiblity enterprise products. My team's designs regularly are reviewed at the highest levels of the company by the Executive Leadership Team, Board of Directors and the Chairman, John Tyson. While our team is small, we work on a large product suite that touches every facet of the company's business, including Emerging Technology initiatives that integrate the latest in AI with plant-level software, IT cybersecurity software product which is deployed to the 100,000+ work force, and an AI finance product that helps determine the financial health of the company, and much more.

- Redesigned, from the ground up, Tyson's Fresh Order Processing System (FOPS). This system is what keeps track of and ensures that plants fullfill their orders timely and accurately. The new design was informed by countless usability testing sessions, where we sat down with key users at the plant level and ensured we were designing features that they found helpful and easy to use. We also performed research in the field to uncover hidden painpoints and worked to innovate.
- Designed Tyson's internal AI tool called AskDEB. I worked with our emerging tech team to design our first internal AI tool. This tool was an internal chat application, similar to the standard AI experiences such as ChatGPT, Claude, etc. We integrated every major LLM APIs to keep Tyson's data confidential and give our users an advanced tool needed to improve work and timeframes. As part of this work we performed AI exploratory surveys to our team members to gage their acceptance of AI, usability testing to ensure our designs were intuitive, performed VQA with the dev team to ensure accurate design delivery, and more. Our research was shared across the entire tech organization and informed how AI would be integrated into Tyson's future workflows.
- Lead e2e design, from the ground up, on a AI finance tool called Compass. This tool contains highly confidential data about all costs and performance of the company. One of the major painpoints from the ELT was that they didn't have insight to the exact costs of Tyson's food product. They undestood at a high level what it cost to go to production, but couldn't dive into the details. This product is currently being built with a scheduled launch of March 2026.

WALMART, Bentonville, Arkansas
Senior UX Designer (hybrid role), 2023-2024

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, and supply chain and warehouse facilities internationally.
  - Empowered over 800k hourly associates with a user-friendly mobile app for effortless clocking. The product not only eliminated time-tracking frustrations and ensured compliance but also modernized 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 was 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 company design and informed the next iteration by uncovering unanticipated friction points.
  - Performed detailed, best-in-class iconography study for clocking time card display. Ushered in 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 among 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 and later 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.
  - o Worked with front-end and back-end engineers in a supporting role until launch.
  - o Reviewed and tested engineering's work, communicating any quality assurance (QA) issues to be fixed.
  - o Identified seven additional requirements to improve the usability of the first minimum viable product (MVP).
  - o Quickly provided additional hand-off files as unexpected requirements were presented.
  - o Advised on what should be included in the second 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 and 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 impacted interest-based advertising (IBA) across all of Amazon's lines 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 Five tech company (Google, Apple, Microsoft, Facebook, Amazon) competitor analysis and presented 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 grueling 24-week 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 and smarter user experiences and how to collaborate with greater efficiency across product teams.

- Taught user-centric design research qualitative and quantitative research practices.
  - o Information architecture and flow, user need identification, user experience interviewing, persona creation, and insight synthesis
- Taught user interface development methodologies.
  - o Atomic design, UI grids and composition, color theory, heuristic evaluation, typography, interaction design, and iconography
- Instructed on how to create visual prototypes.
  - o Adobe XD, Figma, Google Slides, storyboarding, decision mapping, and decision flow diagrams
- Defined web prototyping.
  - o 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 fast-paced work environment full of passionate people and drove innovation. Worked with a team to solve design challenges and provide the best user experience for the products.

- Created the design system for Road Lives from scratch.

- Drove innovation in web and mobile app design with new ideas and creativity.
- Created intuitive user interfaces focused on user experience and organization of content.
- Captured ideas from creative discussions and project planning to design initial concepts and vision.
- Worked with senior-level engineers and clients on development and gaining final approval.
- Managed all graphic assets, logos, and style guides.
- Designed marketing assets as needed.

Directly impacted the following projects:
- 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

Served as lead creative 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 three different clients.
- Won a total of 11 design awards for four 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 hand-off 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 four full-time designers and one freelance designer.
  - Met 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 • Bachelor of Fine Arts, Design

CERTIFICATIONS

IDEO - Innovation in AI
NNG - UX Certification (UX Management)
Applying Innovation: Impact by ExperiencePoint™
Foundations of Innovation ExperiencePoint

AFFILIATION

NNG

COMPUTER SKILLS

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