

# Aaron J. Knoll

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portfolio: AaronKnoll.com

## Summary

I use user-centered design practice to create stellar experiences and successful web products. I bring empathy, creativity, attention to detail, and a passion for finding the alignment of business goals and user needs. And I'm looking forward to the next design challenge.

## Toolset

Research design

Contextual inquiry

Interviews & focus groups

Usability testing

Interaction design

Mobile and responsive design

Wireframing and prototyping

Personas, experience maps

Sketch & Zeplin

Adobe Creative Suite

Working on Agile teams

Cooking and long runs *(separately)*

## Experience

### Teach for America | *May 2013–Present*

#### User Experience Lead

- Led team of user experience designers
- Hired and Mentored junior designers
- Designed mobile application which increased completion rate by over 25% compared to previous year with nearly 100% increase among mobile completers.
- Created research plan to pilot cognitive computing with field recruiters; developed long term vision and secured funding to support further pilots.
- Led product design for internal compliance system which tripled user satisfaction and increased data quality by nearly 100%.
- Developed and executed research plans grounded in ethnographic research methods
- Created prototypes, and performed user testing.
- Built partnerships with business, marketing and engineer partner teams
- Translated research into wireframes, personas, flows and experience maps, where appropriate
- Built support for UX by leading educational outreach, hackdays and classes for partner teams
- Used Lean UX Methodologies where appropriate

### New Media Lab, CUNY | *June 2008–May 2013*

#### Lab Project Advisor

Advised Ph.D. students performing digital scholarship and designing digital projects in best practices and assisted in creating project plans • Advocated for new technologies and user-centered design practices

### American Social History Project | *June 2008–May 2013*

#### UX/UI Designer

Created wireframes and annotated design materials for organization projects • Worked with historians to conceive new proposals for digital projects • Wrote grants with team and developed prototypes to pitch projects

### Buffalo State College | *Oct. 2006–May 2006*

#### Application Developer

Led initiative to get students involved in college site redesign • Held weekly classes for campus faculty in web technologies

### University at Buffalo | *Aug. 2002–Sept. 2006*

#### Assistant Manager / Web Team Leader

Designed and built campus dining websites from scratch • Designed logos and visual identities • Led team of five

## Education

### Pratt Institute | *Aug. 2008–May 2011*

#### M.S. in City and Regional Planning GPA 3.9

• Applied participatory design methodologies to community challenges; performed contextual research and presented findings

### Certified Scrum Product Owner (CSPO) | *Dec. 2016*

### University at Buffalo | *Aug. 2002–May 2006*

#### B.A. in Environmental Design GPA 3.7