

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

Interaction design

Usability testing (*in-person and remote*)

Mobile and responsive design

Wireframing and prototyping

Personas, experience maps

Sketch & Zeplin

Adobe Creative Suite (& XD)

Working on Agile teams

Cooking and long runs (*separately*)

Experience

User Experience Lead

Teach For America *May 2013–Present*

- Led team of user experience designers
- Hired and mentored junior designers and researchers
- 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 such as contextual study
- Created prototypes and performed user testing using tools like Invision, Adobe XD and others
- Worked with stakeholders to identify business goals and craft research hypotheses
- 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

Education

M.S. in City and Regional Planning

Pratt Institute *August 2008–May 2011* GPA 3.9

- Coursework including: psychology of design, anthropological research methods, statistics, visual design

Researcher and Author

The GIN is IN *November 2009–Present*

- Designed visualization based on research on how people talk about gin
- A/B Tested new homepage designs with Google Analytics
- Tested new features to inspire ongoing reader engagement, including both return visitors and pageviews per session

Lab Project Advisor

New Media Lab, City University of NY *June 2008–May 2013*

- Advised Ph.D. students performing digital scholarship

UX/UI Designer

American Social History Project *June 2008–May 2013*

- Conducted research with teachers on how lesson plans are prepared; led design of tool based on findings

Application Developer

Buffalo State College *October 2006–May 2006*

- Led surveys and guerilla usability testing to get students involved in campus site redesign

Webmaster, Assistant Manager

University at Buffalo *August 2002–September 2006*

- Designed logos, internal ordering systems and campus dining sites

B.A. in Environmental Design

University at Buffalo *August 2002–May 2006* GPA 3.75

Certified Scrum Product Owner (CSPO)

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