

Aaron J. Knoll

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portfolio: AaronKnoll.com

Summary

I am a user-centered researcher with experience in both quantitative and qualitative methodologies. I bring empathy, creativity, attention to detail, and a passion for inspiring product teams with insights and testing.

Toolset

Research and study design

Contextual inquiry

Interviews & focus groups

Card sorting

Usability testing (*in-person and remote*)

Mobile and responsive design

Google Analytics & Tag Manager

R, SPSS, Airtable, Excel, SQL

Sketch & Zeplin

Adobe Creative Suite (& XD)

Agile Teams and Lean UX

Cooking and long runs (*separately*)

Experience

UX Researcher and Designer

Various, Contract *January 2018–Present*

- For a large mining company, led implementation of remote user behavior testing using Google Tag Manager. Designed and tested interactive charts for viewing blast data.
- For a medium-sized, international non-profit, designed GDPR-compliant consent and member data management screens; modified research program to be GDPR compliant as well.
- For a telecom startup, implemented lean UX research program and managed co-creation group of 300+ product users

User Experience Lead

Teach For America *May 2013–January 2018*

- Built partnerships to institute departmental design culture
- Led implementation of goal-directed-design and Lean UX practice
- Led research and product design for internal compliance system which tripled user satisfaction and increased data quality by nearly 100%.
- Designed mobile application which increased year-over-year completion rate by over 25%; with nearly 100% increase on mobile
- Developed and executed research plans grounded in ethnographic research methods such as contextual study
- Worked with stakeholders to identify business goals and craft research hypotheses
- Hired and mentored junior UX designers and researchers

Education

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

Pratt Institute *August 2008–May 2011*

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

Researcher and Author

The GIN is IN *November 2009–Present*

- Conducted research on how people talk about gin
- Designed visualization tool based on findings; led social media promotion effort around tool which resulted in increased page views and increased affiliate product sales.
- A/B Tested new homepage designs with Google Analytics, Grew traffic by about 20% year-over-year to 750K uniques annually

UX/UI Designer

City University of New York *June 2008–May 2013*

- Conducted research with teachers on how lesson plans are prepared; led design of tool based on findings
- Created prototypes and performed user testing using tools like Invision, Adobe XD and others

Full Stack Application Developer

Buffalo State College *October 2006–May 2008*

- Designed and built UI with CSS, HTML and Javascript; backend work done primarily using MySQL and PHP

Webmaster, Assistant Manager

University at Buffalo *August 2002–September 2006*

- Worked with stakeholders to identify needs through observation and interviews

B.A. in Environmental Design *GPA 3.8*

University at Buffalo *August 2002–May 2006*

Certified Scrum Product Owner (CSPO)

December 2016