Aaron J. Knoll

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Portfolio: AaronKnoll.com

Summary

I am a user-centered researcher and designer 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 sorts & diary studies

Usability testing *(in-person and remote)*
UX for lean and agile teams
Google Analytics & Tag Manager
R, SPSS, Airtable, Excel, SQL

Sketch, Zeplin, Invision
Journey & Experience mapping
Overflow.io, Usability Hub
Cooking and long runs *(separately)*

Experience

Senior UX Researcher & Designer

Various, Contract *January 2018–Present*

• For a large cable company, created and executed research plans to understand how call-center agents use data collection tools while on calls with customers. Types of research included contextual on-site observation, interviews, heuristic analysis and focus groups.
• 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
• Consulted with small design agency about implementing lean research program

Founder, Researcher & Author

The GIN is IN *November 2009–Present*

• Conducted and presented original research on how people communicate abstract concepts like flavor and scent, as it pertains to gin
   "What's next for gin" at American Distilling Institute Conference 2019
   "Flavors decoded" at Gin Week St. Louis 2018
• Designed and tested visualization tool for describing gin flavor
• A/B Tested new homepage designs with Google Analytics , Grew traffic by about 20% year-over-year since 2016, to 750K uniques annually

Managing Director and UX 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, including recruiting users
• Executed a three month diary study to see how users were using AI generated insights as part of a pilot testing cognitive technologies
• Worked with stakeholders to identify measureable business goals
• Hired and managed team of designers and researchers
• Maintained UX backlog and prioritized research and design work across seven separate product teams
• Conducted both in-person and remote usability tests, including presenting summaries and findings to product teams

UX/UI Designer

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

• Conducted contextual and survey-based 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

Education

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

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

Certified Scrum Product Owner (CSPO)
December 2016