Aaron J. Knoll

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Portfolio: AaronKnoll.com

Summary

I am a user-centered designer and researcher with over fifteen years of experience bringing 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, Mixpanel
Minitab, R, SPSS, Airtable, Excel, SQL

Sketch, Zeplin, Invision, Figma
Journey & Experience mapping
Usability Hub, Userlytics
Knowledge management

Experience

Product Design and Research Lead

Apto *August 2020–Present*

• Designed and tested end-to-end user flows for a CRM product aimed at commercial real estate brokers.
• Instantiated regular usability testing as part of agile sprint process.
• Established metrics for user success within product, partnered with engineering to track interactions; configured and launched tools to share behavioral data with partner teams

Senior Researcher/Designer

Bluesuit *March 2020–April 2021*

• For an early stage startup, pioneering novel ways of utilizing machine learning in the commercial real estate space, I created and executed research plans with an emphasis on understanding the thresholds for trust and confidence with users of this technology.
• Reduced the time for a user to process a single document from 30 minutes to under 10 (65% reduction).

Sensory Researcher & Author

The GIN is IN *November 2009–Present*

• Designed and tested visualization for explaining gin flavor
• Publish annual market research report for small distillers, comprising original quantitative research
• Present original research at industry conferences
• Publish pieces in industry magazines that explain flavor chemistry for non-technical audiences

Senior UX Strategist, Researcher

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 an international non-profit, designed GDPR-compliant consent and member profile management; modified research program to be GDPR compliant as well

Managing Director and UX Lead

Teach For America *May 2013–January 2018*

• 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
• 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

UX/UI Designer

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

• 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