



## Aaron Knoll

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Portfolio: aaronknoll.com

## Skills

**Research and storytelling:** study design · conducting interviews · contextual inquiry · diary studies · usability testing · A/B testing · data analysis (R, Minitab, Airtable) · usability testing · journey mapping · surveys · personas

**Design:** wireframes and mockups (Sketch, Figma) · rapid prototyping (InVision) · design systems · visualization and infographic design

**Strategy:** organizing workshops · building UX teams · pattern libraries

## Education

M.S. in City and Regional Planning

Pratt Institute

B.S. in Environmental Design

University at Buffalo

Certified Scrum Product Owner

## Hi, I'm Aaron Knoll.

I'm a Denver-based Design leader who builds successful teams & products.

### Product Design & Research Lead @ Apto; Denver (2020-2021)

Led the design and validation of end-to-end user flows for a CRM product in the commercial real estate space.

**Specific responsibilities included:** Founded a usability testing program that worked within the agile sprint process; established metrics for user success partnering with engineering and product; configured and launched behavioral data tools with a partner team; and took the full product design to completion from a bare-bones draft state.

**Favorite Success:** Sped up the internal time from idea-to-built by streamlining design strategy and making it work within the agile process.

### Senior Design Strategist @ BlueSuit; Denver (2020-2021)

Scoped and developed strategies to understand and design for the thresholds for trust and confidence in users for a B2B workflow product based heavily on AI and machine learning.

**Specific responsibilities included:** Led the design team in finding creative design solutions that blended design patterns with disruptive, new technologies; created and executed design research plans (qualitative interviews, contextual studies, diary studies, landscape analysis); and started and maintained a database of research results.

**Favorite Success:** Reduced the time for a user to process a single document from 30 minutes to under 10 (65% reduction).

### UX Product Strategist @ Various, contract; Denver (2018 - 2020)

I created and executed design strategies for clients to achieve their individual goals.

**Specific work included:** Developed research plans to understand use of data by call-center agents while on calls; Implemented remote user-behavior testing using Google Tag manager for in-field explosives work; Designed a GDPR-compliant consent and member data management systems; Strategized plans for usability and research testing for blockchain startups running on a lean budget; and implemented lean UX research strategies for a beta group of over 300+ users for a telecom start-up.

**Favorite success:** Designed and tested usable interactive charts for viewing blast data in the fields.

### Design Team Lead @ Teach for America, New York City (2013-2018)

Built the design department from the ground up and established a program of goal-directed-design and Lean UX practice.

**Specific responsibilities included:** Built partnerships with other departments to institute design culture; built the design team, hired and mentored junior designers and researchers; led research and product design for internal compliance systems; and worked with stakeholders to identify and realize business goals.

**Favorite Success:** Designed a mobile application which increased year-over-year completion rate by over 25%; with nearly 100% increase on mobile devices.

### Designer & Researcher @ The GIN is IN (2009-2021)

Conduct research into how people talk about gin (the spirit) and synthesize the data into an annual report for distillers focusing on possible gaps in the market.

**Specific responsibilities include:** Design and define the metrics for collecting how the average consumer talks about gin; design visualization tools based on those findings; use information to support social media promotion efforts around the data collection tool to increase the data lake; and continually refine and use new data as it comes into the system.

**Favorite success:** Grew traffic by about 20% year-over-year to 900K uniques annually.