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# Aaron Knoll

**Contact:** aaron.knoll@gmail.com
**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:** consulting · building client relationships · 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**

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**Hi, I'm Aaron Knoll.**
I'm a Denver-based Design leader who builds successful teams & products.

**Senior Product Designer** @ Crafted; Denver (2022-present)
Consultant, responsible for working with, and enabling clients in design process from discovery through high-fidelity interaction design

**Specific responsibilities included:** Designed a B2B marketplace for an early stage startup specializing in goods with highly precise, scientific data entry requirements; conducted and formulated research plans for contextual field studies and user interviews on behalf of client; enabled client by implementing designOps and researchOps, including mentoring client's team in research practices

**Favorite Success:** Designing a new product from scratch and seeing it launch to real users in just four months.

**Product Design & Research Lead** @ Apto; Denver (2020-2022)
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 agile sprints; established metrics for user success; configured and launched behavioral data tools with a partner teams; designed flows based on research, partnering with product and engineering to see them all the way into production.

**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 Researcher and 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; Developed strategies for usability and research testing for blockchain startups running on a lean budget; and implemented lean UX research program group of over 300+ beta testers for a telecom start-up.

**Favorite success:** Designed and tested interactive charts for mining professionals to see performance of explosives in the field.

**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; 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-present)
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

**Favorite success:** Wrote a book on gin which was named to *The Guardian's* Best Drinks Books of Year list.