

Aidan O'Day

Product & UX/UI Designer

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Portfolio: www.aidanoday.me

Tinker artist turned Product Designer. Growing up, I took hard drives apart with my friends and made art with the pieces. Today, I bring that same technical and creative curiosity, a background in psychology, and five years of product design experience to the table.

My favorite tools are Figma, FigJam, Asana, Notion, Illustrator, and After Effects.

UX/UI Designer Jul '23 - Now

inquirED, *Seattle, WA, 1 year, 4 months*

Lead year-long project to redesign core product platform to meet WCAG 2.1 Standards.

Initiated projects to improve internal tools usability to make them easier to use for expanding content platforming team.

Developed unified design system to create reusable design components to create consistency across the platform, give shared language to the product and engineering cycles which enable more efficient product development practices.

Product Design Consultant Dec '22 - Jul '23

Knomee, *Seattle, WA, 8 months*

Developed app concept screens, enterprise portal, landing page, design systems, branding, pitch deck assets, workshopped problem statements, user personas, journey maps, user flows and **created clickable prototypes in Figma** to support **\$250,000 pre-seed raise**.

Founding Product Designer Nov '19 - Oct '22

ILWE, INC, *Los Angeles, CA, 3 years*

Conducted 200+ 1:1 user interviews, circulated monthly surveys, created clickable Figma prototypes and used UX Research Methods to make product decisions based in user needs, raise **\$400,000 in pre-seed funding** and track product-market fit to **demonstrate accountability to our investors**.

Headed product efforts and **worked directly with engineers** to develop efficient and value-driven product practices across distributed and in-person environments, which resulted in a principled product team that **shipped updates to ILWE.io and ILWE Mobile on a 2-week sprint cycle, followed WCAG 2.1 accessibility standards**, Jakob Nielsen's 10 Usability Heuristics for UI Design, and took a **mobile-first approach to responsive design**.

Developed brand design system with a library of over 1,000 reusable components using Figma to create clickable, parametrically-driven high-fidelity prototypes, which lead to faster prototyping and better user feedback on a shorter timeline.

Directed two paid design internships (Summer '21, '22) in partnership with the Nueva School in Palo Alto.

Volunteer UI Designer Sep '19 - Nov '19

Code for San Francisco, *San Francisco, CA, 3 months*

Did volunteer UI Design for 3 projects, **commended for "giving a patient and well-supported explanation of [my] design** without thrashing what people have already worked on - **Executed very gracefully."**

Product Designer Dec '18 - Jun '19

DALI Lab *Hanover, NH, 6 months*

Created and tested physical prototypes for TactTiles, an educational tool aimed at helping autistic students regulate emotions.

Education

BA Economics modified with Psychology, Dartmouth College, *Hanover NH*

Graduate Certificate in User-Centered Design, University of Washington, *Seattle WA*