



Aaron Usiskin

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[PDF Portfolio & More](#)

Executive-level UX designer, from high tech to high fashion. I've led UX departments for Fortune 500 companies and have overseen a portfolio of businesses worth tens of millions of dollars. My UX and design (UX&D) approach empower teams to follow an inclusive design process for their online solutions. UX enamors me!

SKILLS

Design sprints, usability testing, personas, heuristic, user flows, journey maps, interface prototyping & design, website analytics, survey, creative direction, global brand management, product development, e-commerce solutions, team building & mentorship, user research, design systems, visual strategy, Figma, Agile, XD, Photoshop, Illustrator, Visio, Sketch, Invision, Axure, SharePoint, Keynote, Scalable design patterns, Material Design and Magento.

EXPERIENCE

Nielsen - *UX Manager (Nielsen lost accreditation)*

March 2021 - Present

UX Manager to Niensens Sports' new integrated platform. Designing the next level of Nielsen Sports platform, while supporting web applications that empower advertisers, publishers, and agencies with the intelligence they need to drive revenue, increase market share, and optimize their audiences and investments around the globe. Combining expert human analysis, deep data resources, and advanced AI/ML to determine the fair market value of sports sponsorships. Researching to carve out insights and inform smarter business decisions mapped to clients' unique business challenges. Working hand-in-hand with our highly engaged product managers, engineers, and an international UX consortium supporting shared UX tools, processes, and resources. Journey mapping, user flows, surveys, A/B testing, user testing, and prototyping.

Aaron Usiskin - *Owner, UX Specialist & Creative Consultant,*

July 2001 - Present

I've worked with a variety of clients, including Infor, SNY.TV, Contentstack, JPMC and ETS, HealthCost, and Verizon Media, in areas such as UX (all facets) creative direction, logos, branding, and design sprints. Managed 20 person teams that drove a customer-centered culture, started UX Practices and implemented best practices and documentation. Helped build new testing standards, worked with Fast Forward teams, spoke at internal and external events promoting a user-centered culture, Created an internal design system and pattern library for all digital products. Introduced AI/ML thought process in UX standards across multiple industries. Delivering business outcomes by improving the experience that customers have with Infor CloudSuite Products and Services. Over \$1 billion in revenue with CS Products. [HTTP://design.infor.com](http://design.infor.com)

UX Strategic Manager, Infor - Director Of UX, Rose Digital - UX Specialist Consultant, ETS

Director of UX & Design, Cota Healthcare





Serta Simmons Bedding (Tomorrow Sleep), Atlanta, GA - UX Manager

January 2018 - December 2018

Serta.com - Executing conversion optimization roadmap driving +40% conversion rate and +45% revenue in four months. Conducted a successful Home Page A/B test yielding a +38% Conversion Rate and +51 % Revenue.

- Led UX/Design for the launch of Tomorrow Sleep
- Platformed in Magento
- Built an AI/ML tool that redesigned the website based on GA and other metrics
- Help direct e-commerce strategy for 3 DTC websites generating \$45m (all Serta Brands)
- Redesigned Serta.com and Beautyrest.com. Serta re-design resulted in a 20% IGR

Sr. UX Consultant, Verizon Media (Yahoo and AOL) - Sr. UX Specialist

September 2017 - December 2018

- Ideate websites and mobile apps by sketching ideas
- Created detailed wireframes based on content strategist planning, research, testing and, discovery
- Introduced UX Agile methodologies, both independently and collaboratively with team members to design solutions that meet client needs
- Manage and work with sales, PM, artists, and engineers on high-scope features to solve large-scale design problems
- Introduced usability guidelines, templates, and onboarding process for company-wide UX, process

Endava, New York, NY - Head of UX

2015 - 2017

- Introduced design system, full usability guidelines, and templates, for a global UX team
- Responsible for the UX process for the entire banking and payments vertical, worldwide
- Work with clients to translate their vision into clear project objectives, tangible outcomes
- Implemented Agile into the UX/creative process

WSP, New York, NY - Sr. Creative, UX Manager

2009 -2015

- In charge of UX/Design of wsp.com and intranet
- Led all product marketing activities, products, and strategic initiatives from ideation to concept
- Integrated CMS
- Created a migration plan for a move from SP 2007 to Balfour Beatty's 360 (SP 2013)

Resolute, Bellevue, WA - VP UX and Creative, Health Strategist

2009 -2005

EDUCATION

MFA: Savannah College Art and Design (SCAD), Computer Art, Savannah, GA

BA: Bethany College, Business Graphics, Bethany, WV - Distinction on Comprehensive Exams

AWARDS

Nielsen Norman Intranet Usability Guidelines Killer Applications (Parson Brinckerhoff) -
Webawards.com (athenos.com) Cre@te Online (Merrill Lynch)