

Aaron Usiskin

Seasoned UX/CD Executive

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As as a seasoned design executive with an MFA, I am a unique hybrid that fuses UX design with strategic business analysis, passionate about radically accelerating businesses. From leadership positions at Cota Healthcare, TomorrowSleep to consulting skyrocketing startups and inspiring nonprofits, I have delivered awarding winning work (Nielsen Norman, webawards.com and Cre@te online) with combined billions in revenue.

SKILLS/ UX METHODS

Usability Testing, Persona & Scenario, Interaction Flow Map, Interface Prototyping & Design, Website Analytics, Survey, Creative direction, Global brand management, Product development, E-commerce solutions, Team building & mentorship, User research, Creative optimization, Visual strategy, Agile, Waterfall, Expression Design, Photoshop, Illustrator, Visio, Sketch, Invision, Omnigraffle, SharePoint, Keynote, Scalable design patterns, Material Design.

EXPERIENCE

Director of UX and Design: Cota Healthcare (startup), 2018 - 2019

Funding ran out.

Led the Product team to become a design focused department. Focus on UX, releasing a new version of Cota's platform and working with Marketing to bring continuity within all department. Implemented Agile for design and UX.

Lead, User Experience Manager: Serta Simmons Bedding, 2018

Led UX/Design for the launch of Tomorrow Sleep, platforming on Magento, brand creation, user testing, A/B, heat maps and using AI too and statistics to design the page based on metrics. Direct e-commerce strategy for 3 DTC websites generating \$45m (Tomorrow Sleep, Serta and Beautyrest) Led UX re-design of beautyrest.com and Serta.com, Serta re-design resulted in 20% increase in revenue.

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 +38% Conversion Rate and +51% Revenue. Product owner for site redesign including RFP, requirements building and vendor management.

Beautyrest - Led Redesign UX and Creative Product owner for in-progress development of a new e-commerce enabled site.

Sr. Consultant: Oath.com (Verizon Media), 2017

Launched Oath.com. Met with clients to understand their desired goals and objectives. Ideate websites and mobile apps by sketching ideas, and creating detailed wireframes based on content strategist planning. Research, Testing and Discovery. Optimized Agile methodologies, both independently and collaboratively with team members to design solutions that meet client needs. Manage and work with sales, PM, artist, and engineers on high-scope features to solve large-scale design problems. Introduced full usability guidelines, templates, and onboarding process for company-wide UX, process.

Head / Lead User Experience Specialist, Banking and Payment, Worldwide:

Endava, 2015 - 2017

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 creative process. Introduced full usability guidelines, templates, and onboarding process for company-wide UX.

Sr. Creative, UX Manager: Parsons Brinckerhoff/WSP, 2009 - 2015

In charge of UX/Design of wsp-pb.com and intranet, combined efforts for a unified look. Led all new product marketing activities, products and strategic initiatives from ideation to concept. Integrated Content Management System. Created migration Plan for a move from SP 2007 to Balfour Beatty's 360 (SP 2013).

Sr. Creative, Health Strategist and User Experience: Resolute Solutions, 2006 - 2009

Creative Direction, User Experience, Business Analysis, IA and supervising development. Secured over \$5 million in revenue. Developed one of the first Personal Health Record, Electronic Medical Records and Electronic Health Records systems for Health Dialog (Highmark BCBS). Worked with clients implementing leading edge creative and technologies, including .Net, SharePoint, Social Networking, Tag Clouds, and cloud computing.

VP Creative Director: Lawyers.com, Martindale/Hubbell, 2005 - 2006

EDUCATION

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

BA: Bethany College, Business Graphics, Distinction in Final exams

AWARDS

Nielsen Norman Intranet Usability Guidelines Killer Applications (PB)

webawards.com (athenos.com)

Cre@te Online (Merrill Lynch)