



# Aaron Usiskin

## Strategic AI/UX Leader | Driving Innovation, Growth, and Business Transformation

UX and Product Design executive specializing in complex enterprise platforms across healthcare, fintech, and AI-enabled products. I lead teams that turn fragmented systems and complicated workflows into clear, scalable experiences used by millions. I combine design leadership, product strategy, and data-driven insight to deliver measurable business impact while building high-performing design organizations.

[Author "Mastering UX"](#)

[Synthdesign, Designing the Future with AI, Intuition, and Human Insight](#)

## EXPERIENCE

### Human- CenterWell, Remote — Director, UX/UI Enterprise

05//2025 - Present

Lead UX strategy and product design for enterprise healthcare platforms supporting value-based care across primary care, home health, and pharmacy services. Direct user research, interaction design, and experience architecture for patient, provider, and internal care team applications, including the CareHub care coordination platform used to manage patient journeys, clinical workflows, and population health initiatives. Partner with product, clinical leadership, and engineering to simplify complex healthcare processes, improve patient engagement, and increase operational efficiency. Deliver scalable design systems and accessible digital experiences aligned with healthcare regulations and enterprise technology standards.

### Zelis Healthcare, New Jersey — Director, UX/UI Enterprise

07//2022 - 05//2025

Spearhead the UX strategy across enterprise-level products, leading a global team to ensure user-friendly, intuitive solutions aligned with business objectives.

- Launched Zeis.com, Payments Portal, Integrated EOB, and API Marketing products
- Work with all BUs to establish a unified UX across all platforms
- Established the "One Zelis" design system, driving consistency across 600+ APIs and improving cross-product usability.
- Partnered with offshore teams to deliver scalable solutions, resulting in a 30% increase in user satisfaction.
- Conducted empathy mapping, user testing, and analytics to inform design decisions and align with customer needs.

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## SKILLS

My expertise spans a wide range of areas, including design sprints, user testing, research, teaching, usability testing, personas, heuristics, user flows, journey maps, prototyping & design, website analytics, survey, CD, global brand management, product development, e-commerce solutions, team building & mentorship, design systems, visual strategy, and everything/anything UX. I have been recognized for my contributions with awards such as Nielsen Norman Intranet Usability Guidelines and Killer Applications.

[Webawards.com](#) [athenos.com](#)

[Cre@te Online](#) Merrill Lynch

## EDUCATION

Savannah College of Art & Design - MFA, Computer Art

Bethany College - BA,  
Business Graphics

## **AaronUsiskin, Everywhere — UX Specialist & Creative Consultant**

CURRENT

I provide end-to-end UX consulting for clients such as Olive Invest, Vanguard Parking, SNY TV, Contentstack, JPMC, and Verizon Media.

- **Speaker/Podcast - ITX**
- **Director of UX & Design, Gridpoint (2025) - Cota Healthcare (2019) - Rose Digital (2019) - UX Specialist Consultant, ETS (2019) - VP UX, Olive Invest (2020) - Chief UX Officer, Now Market! (2020)**



## **Nielsen Sports, New York — UX Manager**

05/ 2021 - 07/ 2022

[niensports](#) - Designing the next level of the 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 to determine the fair market value of sports sponsorships. Researching to discover insights and inform more intelligent 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.

- Redesigned global sports platforms, driving a 30% increase in user retention and exceeding yearly revenue targets by 20%.
- Managed a \$10M project impacting 20,000+ users worldwide.

## **Infor, New York — UX Strategic Manager**

05/ 2020 - 05/2021

Delivering business outcomes by improving the experience that customers have with Infor CloudSuite Products and Services. Responsible for a team of UX professionals and designing for global websites and apps for \$5 billion+ consumer channels as a SaaS CloudSuite.

- Delivered business outcomes through enhanced UX across \$5B+ consumer channels.
- Owned the full product lifecycle for Infor CloudSuite Products (SaaS), driving adoption, growth, and retention.
- [design.infor.com](#)

## **Serta Simmons Bedding, New York — Director of UX**

01/2018 - 12/2018

[Serta.com](#) & [Beautyrest.com](#) - Execute conversion optimization roadmap, driving a +40% conversion rate and +45% revenue in four months. I 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 ([Tuft&Needle](#))
- Achieved a 40% conversion rate increase and 45% revenue
- Built AI/ML tools to redesign websites based on user metrics, increasing efficiency and engagement.
- Help direct e-commerce strategy for 3 DTC websites generating a \$45m increase (Tomorrow Sleep, Serta, and Beautyrest)
- Redesigned Serta.com and Beautyrest.com. Serta's re-design resulted in a 20% increase in revenue.

## **Verizon Media (AOL, Yahoo), New York — Sr. UX Consultant**

09/2017 - 12/2018

I launched Oath.com, now [Yahoo](#), and brought all media properties under one company, Yahoo.

- Created detailed wireframes based on content strategist planning
- Research, Testing, and Discovery
- Manage and work with sales, PM, artist, and engineers on high-scope features to solve large-scale design problems
- Introduced usability guidelines, templates, and onboarding process for company-wide UX

## **Endava (Nickelfish), New York — Head of UX**

2015 - 2017

Responsible for UX design leadership, managing a team of 8, focusing on the overall Endava vision, from the initial introduction and onboarding to a mobile-first and ongoing engagement. Challenged with establishing a clear UX design vision and empowering a multi-discipline team of designers to craft intuitive end-to-end experiences focused on customer engagement and core UX consistency across all platforms and clients.

- 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
- Worked with clients to translate their vision into clear project objectives and tangible outcomes.
- Implemented Agile into the UX/creative process