



Aaron Usiskin

Strategic UX Leader | Driving Innovation, Growth, and Business Transformation

Proven track record of integrating AI/ML into UX/UI design to revolutionize digital interactions and drive business results. Expertise in building and scaling high-performing teams, launching scalable design systems, and delivering multimillion-dollar revenue impact for Fortune 500 companies, startups, and nonprofits. Passionate about creating user-centered solutions that enhance customer satisfaction and achieve business goals.

[Author "Mastering UX"](#)

EXPERIENCE

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

07/2022 - PRESENT

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

- Launched Zelis.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.

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 - ITX
- Director of UX & Design, Cota Healthcare (2019) - Director Of UX, Rose Digital (2019) - UX Specialist Consultant, ETS (2019) - VP UX, Olive Invest (2020) - Chief UX Officer, Now Market! (2020)

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[Blog ADHDUX](#)

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



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