

# Aria Heath

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## SUMMARY

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Dedicated Senior Experience Designer with over 5 years in user-centered designs for mobile applications and financial products. Proven ability to collaborate cross-functionally, crafting innovative user experiences. Skills include leveraging design research and prototyping to inform strategic decisions while enhancing product quality. An effective communicator experienced in presenting design concepts to stakeholders at all levels, aiming to build trust and engage users through seamless financial journeys. Committed to continuous learning and driving project execution in fast-paced environments, ensuring alignment between design goals and business strategies.

## EXPERIENCE

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### Senior Experience Designer

June 2022 - Present

DesignPro Agency

*Chicago, IL*

Lead multiple design projects within a collaborative environment focused on delivering high-quality user experiences for mobile applications.

- Spearheaded redesign of a mobile banking application, improving user satisfaction through focused design methodologies.
- Collaborated closely with product management and engineering teams to define roadmaps and align deliverables for impactful user experience.
- Developed prototypes and interactive wireframes enhancing stakeholder engagement, leading to robust user feedback cycles.
- Conducted comprehensive user research sessions, utilizing insights to iterate designs and boost user retention substantially.
- Streamlined workflows by implementing design systems and guidelines, significantly reducing turnaround time across projects.
- Mentored junior designers, instilling UX best practices and fostering a culture of continuous improvement and creativity.

### Experience Designer

March 2019 - May 2022

Creative Design Solutions

*Naperville, IL*

Contributed to the design of user-friendly interfaces for various fintech applications, resulting in substantial user base growth.

- Designed intuitive user interfaces leading to a remarkable increase in usage and customer satisfaction in the first operational year.
- Engaged in thorough usability testing and A/B testing to solidify design elements based on real-time user data.
- Partnered effectively with multidisciplinary teams to ensure cohesive integration of products across digital platforms.
- Created meticulous design documentation, which enhanced clarity during implementation phases and reduced errors.
- Advocated for a user-focused approach throughout each phase of design development to improve overall engagement metrics.
- Led dynamic design reviews and presentations aimed at senior stakeholders, successfully articulating design rationale and impacts.

### Junior Designer

January 2017 - February 2019

Tech Innovators

*Chicago, IL*

Supported design efforts in developing user-centric mobile interfaces focusing on enriched usability experiences.

- Assisted in crafting engaging mobile interface designs emphasizing seamless usability and improved user interaction.
- Conducted competitive analysis to inform actionable design strategies, helping bolster product offerings.
- Collaborated directly with developers ensuring adherence to design fidelity while navigating technical constraints proactively.
- Participated actively in brainstorming sessions contributing innovative ideas for future features aligned with user needs.
- Facilitated user testing sessions collecting qualitative feedback for iterative design enhancements.
- Managed design assets, maintaining consistency and quality across ongoing projects to uphold standards.

## LEADERSHIP & AWARDS

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- Dean's List, University of Illinois - 2014, 2015
- Best Mobile App Design, Tech Innovators Annual Awards - 2018

## EDUCATION

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### Bachelor of Arts in Graphic Design

2016

University of Illinois GPA: 3.8

*Champaign, IL*

**Coursework:** Design Principles, Usability Testing, Interaction Design, Visual Communication

## CERTIFICATIONS

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- Certified User Experience Designer (CUXD) 📅 2025
- Adobe Certified Expert (ACE) in Adobe XD 📅 2024

## TECHNICAL SKILLS

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- **Prototyping Tools:** Adobe XD, Figma, InVision
- **Design Systems:** Design Tokens, Style Guides, Pattern Libraries
- **Usability Testing Tools:** Hotjar, UserTesting, Optimal Workshop
- **Analytics Platforms:** Google Analytics, Mixpanel, Amplitude
- **Collaboration Tools:** Slack, Trello, Asana
- **Wireframing Tools:** Balsamiq, Axure RP, Sketch
- **Project Management:** JIRA, Monday.com, Basecamp
- **Content Management Systems:** WordPress, Drupal, Magento
- **Design Frameworks:** Bootstrap, Foundation, Tailwind CSS
- **Coding Skills:** HTML, CSS, JavaScript

## SKILLS

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- User-Centered Design
- Prototyping
- Figma
- Adobe XD
- Usability Testing
- Design Systems
- User Research
- Collaboration
- Communication
- Visual Design
- Information Architecture
- A/B Testing
- Interaction Design
- Research Analysis
- Market Research
- Design Documentation

## PROFESSIONAL AFFILIATIONS

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- User Experience Professionals Association (UXPA)
- Interaction Design Foundation (IDF)

## LANGUAGES

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- English (Native)
- Spanish (Proficient)

## ADDITIONAL INFORMATION

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**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

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AVAILABLE ON REQUEST