

AARON KRUGLYAK

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SENIOR DESIGNER - UX & UI / Visual / Interaction

Summary

12+ years experience of hands-on work, leading and producing highly interactive and user driven experiences for an array of products, companies and industries.

TOOLBOX

UX & UI Design

Prototyping

Web Analytics

Photoshop/Illustrator

Interaction Design

Information Architecture

Requirements Definition

Front-End Development

Visual Design

Usability Testing

Sketch

HTML/CSS/JS

EXPERIENCE

Comcast - Philadelphia, PA

April 2017 - Current

Position: User Experience Designer (Contract) **Industry:** Telecom, HR Division

- Lead design and production support within the HR division for several highly trafficked applications.
- Apps include a responsive Pay Statement Dashboard, a Personal Info Hub, and an Onboarding Portal.
- Full cycle design - taking projects from conception through multiple design and prototyping stages, testing and validation, and then full support of the development process via an Agile workflow.

JPMorgan Chase - Wilmington, DE

Sept 2016 - April 2017

Position: User Experience Designer (Contract) **Industry:** Banking, Lending Services

- One of two UX designers supporting the redesign of an internal application for credit card lending.
- Interface daily with a large team of POs, BAs, SMEs and Tech Leads in order to deliver design solutions.
- Working with 6 different development teams across 4 time zones within an Agile project environment.

Vanguard - Malvern, PA

May 2015 - Sept 2016

Position: User Experience Designer (Contract) **Industry:** Investment, Financial Advisors

- Redesigned a User Login experience resulting in a 40% reduction in help desk calls & errors.
- Redesigned a Site Registration to improve conversions and reduce drop-off.
- Designed new product navigation system, usability tested as 20-30% more efficient versus previous solution.

Metropolitan Transportation Authority - New York, NY

Oct 2014 - March 2015

Position: Lead Portal Designer - UX/UI/IA - (Contract) **Industry:** Transportation, HR Division

- Led UX/UI design and championed UCD principles for an intranet portal with over 60k active users.
- Executed a content audit, generated sitemaps, task analysis, persona charts and project specs.
- Created user surveys and conducted interviews; consolidated findings into actionable items.
- Designed portal UI and created high definition components for handoff to development teams.

Provide Media - Pearl River, NY

Nov 2011 – July 2014

Position: Creative Director **Industry:** Performance Marketing

- Designed the corporate brand, web presence, and marketing materials for all web and print.
- Managed the planning, design, and development of an in-house lead management system.
- Conceptualized products and lead them through complete life cycle of design and production.
- Hired and managed a team of 3 developers.

NEXA MEDIA - Newark, DE

March 2011 - Current

Position: Principal, Creative Director **Industry:** Small Business

- Serving over 30 small business via freelance, independant design services.

Clash Media - New York, NY

January 2010 – Nov 2011

Position: Lead Designer **Industry:** Performance Marketing

- Created over 100 interactive marketing campaigns for an array of brands and partners.
- Responsible for in-house web, print, and marketing needs; led a successful corporate brand redesign.

Snackable Media - New York, NY

August 2009 – January 2010

Position: Interactive Designer **Industry:** Mobile Gaming

- Created interactive mini-sites to increase user engagement for in-house products and sales funnels.

Media Whiz - New York, NY

July 2007 – August 2009

Position: Graphic & Web Designer **Industry:** Performance Marketing

- Created interactive mini-sites, games, landing pages, email campaigns, banners, presentations.
- Produced advertising campaigns for national clients including Ford, ADT, Nielsen, and Swiffer.
- Assisted marketing and product departments in pitching clients and winning business.

Ramapo College of New Jersey - Mahwah, NJ

June 2005 – July 2007

Position: Web Designer (Work-Study Scholarship) **Industry:** Education

- Produced interactive mini-sites using Flash Animation, JavaScript, and Video.
- Created marketing materials including banners, emails, newsletters, and print items.
- Created an award winning homepage redesign, awarded by the NJ Higher Education Association for excellent webdesign.

EDUCATION

Ramapo College of New Jersey

Bachelor of Arts - Interactive Design, 2006