

## Tim Aidlin

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### SUMMARY

As a professional UX/UI designer for 10+ years, I've been an individual contributor, as well as a Manager, leading teams of designers and developers to create amazing web and native mobile experiences. Working with many Fortune 50 companies, I have had the opportunity to develop expertise in many roles: Sr. UX Designer, User Experience Design Evangelist, Sr. Visual Designer, front-end developer, manager, consultant. The professional requirements throughout these roles were many and varied, providing the opportunity to hone skills across the design spectrum.

I bring deep knowledge of and experience with the overall User Experience process and a solid working knowledge of prototyping and web-development technologies and methods. I've worked with companies such as Microsoft, Visa, T-Mobile, the State of Michigan, Hasbro, JCPenney, and many, many others.

### EXPERIENCE

#### UX/UI Designer, Freelance & Contract

August 2016 - Present | Seattle, WA

While working short contracts with Microsoft and Google, I designed user interfaces and datavisualizations across several projects including Human Resources web portals, developer dashboards, and tools.

#### Customer Experience Designer, Manager at Deloitte Digital

July 2013 - August 2016 | Seattle, WA

In this role as a Customer Experience Design Consultant, I was both an individual contributor and led multiple UX teams to produce Responsive Web and Native applications. Clients included Visa, T-Mobile, the State of Michigan, JCPenney, and many others.

While at Deloitte Digital I worked with Fortune 50 companies across financial, technical, energy, mobile device, and telecom sectors, leading teams to design and develop B2B, B2C, and internal native and web based applications.

I often conduct user research, create prototypes, and craft interaction and visual designs. Often my project-deliverables have included, but weren't limited to: user/customer research such as interviews and workshops, user personas, customer journeys, low and high-fidelity prototypes, responsive wireframes, styleguides, wireframes, user-interaction models and materials, completed Visual Designs, redlines, and others.

#### Creative Director at DevExpress

February 2012 - May 2013 | Kirkland, WA

As the lead for a team of designers and developers, I developed a visual system across the company's web presence, demo-applications, print marketing, and digital advertising. I was able to build a small team that executed across various platforms, directing major changes in the company website, demo software across iOS, Android, and Windows platforms, and influence the direction toward where the company should focus.

As well, as part of the executive leadership team, I presented the company focus via speaking-engagements across the U.S., and Europe. The focus of these community-engagements spoke to multi-channel design, new technology (i.e., HTML5 and CSS3), and design theory.

*"Tim consistently exceeded my expectations with his visual/creative design skills and his ability to quickly turn ideas into real, implementable and innovative solutions for the client."*

– Angel Vaccaro  
Digital Business & Strategy Leader for Deloitte Digital. Digital Leader for Technology, Media and Telecommunications

### SKILLS

Art & Creative Direction

Team Leadership & Management including Agile and Scrum methodologies

Omni-Channel User Experience (UX) Expertise

Customer / User Research, Personas & Customer Journeys

Taxonomies and Information Architecture Development

Visual & Interaction Design

Rapid-prototype and interaction modeling using Axure, Sketch, Principal and other software

Adobe Creative Suite, and most other normally-used software in the technology design industry

HTML5, CSS3 and JavaScript

Experience working with Drones, Beacons, Virtual Reality, Augmented Reality, Location-Based experiences

Client Engagement, Public Speaking & Presentations

e-Commerce workflows

### EDUCATION

Florida State University, B.A.s (2), Fine Arts & English Literature

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### Senior UX Designer at Dashwire / HTC (Contract)

October 2011 - February 2012 | Seattle, WA

While at Dashwire, my responsibilities included UX and production across multiple products. I was also responsible for client presentations, production of Information Architecture artifacts / direction, wireframes, visual design and some front-end development.

### User Experience Designer & Evangelist at Microsoft

July 2006 - March 2011 | Redmond, WA

My responsibilities included HTML5 + CSS3, WPF, and Silverlight development of “next-gen” experiences in support of Microsoft’s focus on design and web standards. Of note was the Creative Direction for multiple digital experiences in support of Microsoft’s Internet Explorer 9, leading the creative direction for projects such as "Never mind the Bullets," "Flowerscope," [site retired] and other examples geared to show the speed and compatibility with HTML5, CSS3 and other emergent web standards at the time.

I provided Creative Direction for Microsoft's MIX, PDC, and TechEd conferences, helping Microsoft grow its brand and reach. Deliverables included, but were not limited to: prototype demo software and websites, the individual conference websites, supporting presentation decks, signage, video and content delivery, mobile applications, software, advertising, and more.

I also designed and produced prototype software and websites such as "The Archivist," "Ai2Canvas," "Flotzam" and others. As well I gave numerous public presentations across the globe -- the U.S., Australia, Norway, and others focusing on technology, design, and development.

### Senior Designer at Avenue A | Razorfish

June 2005 - July 2006 | Seattle, WA

As a Senior Designer I was responsible for User Experience concept & design for clients such as Microsoft, Cingular, and GeekSquad. Of note was being the design lead, embedded on-site, for the redesign of Microsoft email service, Windows Live Mail (Hotmail.)

Working with a team of Information Architects, Junior-Level Designers, and an amazing Creative Director, I was tasked with Design, Front-End Development, Project Management, and Client-Facing presentations and engagement.