

Tim Aidlin

UX Designer

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PROFILE

Tim designs UX/UI systems spanning industries and customer segments - B2B, B2C, internal tools, etc. Alongside strong creative and business teams, Tim uses his expertise and experience to lead design challenges to build impactful and delightful web, mobile, and other digital projects.

- Business, user and customer research
- Information architecture and taxonomies
- Wireframing
- Rapid-prototyping
- Visual design
- Client / Stakeholder / Public-facing presentations
- Responsive Web and native iOS & Material design
- Front-end development (including HTML5, CSS3, JavaScript, etc.)

PROFESSIONAL EXPERIENCE

Rasterize, *Principal Designer*

Aug 2016 – Present

Seattle, WA; U.S. Client Locations

Starting from a Human Centered Design perspective, Tim works with users, stakeholders, and customers to research, architect and design responsive web and native experiences.

Representative clients and responsibilities included:

- **A Place For Mom:** Design of new UX/UI to help visualize business-oriented product metrics and appropriate response mechanisms
- **Nordstrom:** Design of visual and datavisualization systems to accurately and quickly ensure products are available, metrics were being met and visualized to guide decision-making
- **Google:** Architecting new user-flows, dashboards and design systems around nascent Android mobile cloud systems and updated deprecated designs to Google's Material design guidelines
- **Other clients:** Consultation and production for clients across b2b and b2c omni-channel projects, some of which are restricted from public view.

Deloitte Digital, *Senior UX Designer*

Jul 2013 – Aug 2016

Seattle, WA; U.S. Client Locations

Providing UX design leadership for clients, Tim architected UX processes, research, and visual design systems, often as the sole design contributor as well as managing junior designers and developers to deliver web and native mobile products.

Responsibilities included

- **Design leadership and individual contributions** including research, architecture, visual design, prototyping, front-end development, project management and others
- **Successful delivery** of B2B products across sectors and audiences, driving value to end-users, customers, and business stakeholders
- **Client-facing presentations** including visual materials, interactive designs, research, data, and subject-matter-expert guidance
- **Representative clients include:** JCPenney, Visa, T-Mobile, HP, Michigan Healthcare, Samsung, among others

DevExpress, Creative Director**Feb 2012 – May 2013**

Seattle, WA; Los Angeles, CA; International

As the lead for a small team of designers and developers, Tim created visual systems across web, mobile applications, as well as print and digital marketing & advertising.

As part of the executive leadership team, Tim presented the company focus via speaking-engagements across the U.S. and Europe speaking to omni-channel design, technology, and design theory.

HTC / Dashwire (Contract), Senior UX Designer**Oct 2011 – Feb 2012**

Seattle, WA

Tim lead research, UX, Visual Design, and stakeholder reviews were central to my work with HTC/Dashwire, moving forward their design systems across their products and engagements with external clients.

Responsibilities included

- **Architecture of design systems** for Dashwire clients including AT&T, HTC, and Orange (France)
- **Creative direction across web and mobile (iOS and Material)** experiences using responsive design and native mobile design principles, and led the development of consumer-facing omni-channel tools
- **Presentations** to leadership around new approaches to design and development for emergent features, functionality and use cases
- **Interactive prototypes** bringing clarity to designers, business stakeholders, and developers to understand the product, solutions, and approach as well as assist engineering to efficiently iterate on features, performance, and new technologies

Vertigo Software, Senior Designer**Mar 2011 – Sep 2011**

Seattle, WA & San Francisco, CA

Tim worked with remote teams to design native and responsive web experiences across B2B and B2C products for major software companies, media creators, and charitable foundations.

Microsoft, Senior UX/Technical Evangelist**Jul 2006 - Mar 2011**

Redmond, WA; Greater U.S.; International

Working with designers, technologists, developers and business stakeholders, Tim designed creative and immersive experiences to help evolve Microsoft's focus on design, code, and workflow between teams, bringing evolving and cost-effective solutions to customer needs.

- **Creative Direction for Microsoft conferences** including MIX, PDC, TechEd, and international versions of these events. Responsibilities included project management, UX/UI design, visual design, stakeholder engagement and presentations, print design
- **Consumer-facing presentations around UX/UI and technical subjects.** Conferences include MIX, PDC, TechEd, HTML5 + CSS3 bootcamps, and ReMix international conferences, as well as video interviews and discussions via <http://channel9.msdn.com>
- **"Lab" projects** to help guide Microsoft developers and designers create new products on the Microsoft OS platform
- **Published articles** bi-weekly on the Microsoft Mixonline.com site focusing on design and development
- **Senior/Lead UX/UI designer across the Microsoft Live Streaming + Twitter player**, licensed by Major League Baseball (MLB), and the National Football League (NFL), and national news channels, increasing Microsoft's presence, revenue, and excellence with technology and design
- Creative Leadership around **multiple design projects created in support of the Internet Explorer 9 launch.**

EDUCATION AND EXTRA EXPERIENCE

Florida State University - Tallahassee, FL

- B.A. English/Literature
- B.A. Fine Arts

Year - Year

1991 - 1995

Additional Experience

1997 - Present

- **Microsoft MIX 2007-2011: International speaking engagements** supporting Microsoft's design direction across WPF, Silverlight, Design/Development Workflows, new Microsoft aesthetics according to the nascent Metro brand
- **An Event Apart speaking engagement** (HTML5 + CSS3 and Design Process)
- **School of Visual Concepts bootcamps** as a mentor, teaching and presenting new concepts around design principles, process, coding languages (such as HTML5, CSS3, and JavaScript language/libraries) presentations, and tools (software such as Adobe CC, Sketch, and others)