

Tim Aidlin | UX Designer

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PROFILE

Tim is an experienced User Experience (UX) and User Interface (UI) designer with deep skills and passion for delivering creative, useful experiences across user and customer use-cases, devices, & industries. Using Human Centered Design principles, Tim works with clients to research, architect, design, and develop new products bringing value to business, user, and customer goals.

- 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

Tim engages customers to design responsive web and native experiences and works with users, stakeholders, and customers to research, architect and deliver products that are useful, creative, and bring value to the client and their, business, and customers.

Representative clients and responsibilities have included:

- **A Place For Mom:** Design of new UX/UI to help visualize and better understand business & product metrics and appropriate response mechanisms
- **Nordstrom:** Architecture and design of visual and datavisualization systems to accurately and quickly ensure products are available and metrics were being met, visualized to guide decision-making
- **Google:** Architected new user-flows, dashboards and design systems around nascent Android mobile cloud systems and updated deprecated designs to Google's Material design guidelines (HIG)
- **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

Working onsite at client locations, Tim led UX/UI design approaches across B2B & B2C, web, and mobile projects. Tim provided design leadership, end-to-end UX expertise and ability to deliver products, manage small teams, and work well with partners.

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

Leading the UX and Creative direction across DevExpress's products, marketing, and corporate brand guidelines, Tim designed experiences across various platforms, including print and environmental design. Tim directed major changes in the corporate, consumer facing website, demo software across iOS, Android, and Windows platforms, setting the direction toward DevExpress's position on design and development.

HTC / Dashwire (Contract), Senior UX Designer

Oct 2011 – Feb 2012

Seattle, WA

In support of the release of Samsung's Tizen mobile development platform, Tim designed an information architecture and visual design system to deliver a location-based consumer mobile application, connecting users with others and enabling easy access to new content and software.

Tim led research, UX, Visual Design, and stakeholder reviews were central to his work with HTC/Dashwire, moving forward their design systems across Dashwire products

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.

Responsibilities included

- **UX/Creative Lead 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** designed and developed to engage techno-enthusiasts and encourage the creation of Microsoft-based experiences such as The Archivist, Ai2Canvas, Flotzam, and other design + dev experiments
- **Published articles** on the Microsoft MixOnline.com site, focusing on design within a dev-heavy environment
- **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.**

UX Skills

General Skills

- 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.)

Software and Code Markup

- Adobe CC
- Sketch
- Principle
- InVision
- Zeplin
- Axure
- OmniGraffle
- HTML5
- CSS3
- Office
- Confluence
- Jira
- Slack
- Others
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