

# Aaron Gygie

## UX & UI Product Designer



### About

As a Designer, I bridge the gap between the user and the team. Utilizing data driven design practices I craft solutions and journeys that are beyond a pleasant aesthetic, but a pragmatic and meaningful digital experience. Above all else, I value the cooperation and iteration of a product.

### Experience

#### autoTRADER.ca UX & UI Product Designer (Level 2)

2 years - April 2018 - July 2020

Researching, planning, designing, testing and launching 100+ innovative products and full redesign for one of Canada's largest IP's. Although I started as the most junior member on the team, I quickly proved my skills and abilities with a hyper diligence to quality work and creative problem solving.

- Designed for iOS, Android, and responsive web
- Key member of most recent UX/UI Redesign
- Used Google Analytics to create data driven design solutions and launch 100+ features across multiple devices
- Acted as primary expert on micro-interaction prototyping
- Created and established a new life into UX while managing millions of users and stakeholder requirements

#### RED Academy UX & UI Design Instructor (Part Time)

4 years - April 2016 - April 2020

Designer by day, Instructor by night. Working within RED Academy's walls and remotely, my responsibilities to my students ranged from teaching lessons and mentorship to providing feedback for their projects and case studies.

#### Pound & Grain / RED Academy Content Strategist & Quality Assurance

1 month contract - June 2017 - July 2017

Our team created REDAcademy.ca. I was responsible for the QA and optimization of all content that would be used on the site, then using the WordPress backend to input the content. Working within Pound & Grain's office, my organizational methods were vital to the completion of the project.

#### Omnae - Web Application UX & UI Designer

7 month contract - March 2017 - September 2017

It was my responsibility to create a new UX/UI platform to an existing business practice and make sure it was easily learned by new and experienced business partners. The prototype was successfully passed to the development team and was implemented promptly with great client and user satisfaction.

#### Eloqi - Mobile IOS Application UX & UI Designer

3 week contract - December 2016

As a sprint team, we assessed the beta version of the service and designed a high-fidelity IOS native app to create user satisfaction and ease of use. After optimizing flow and experience of the app, we adapted the brands UI mood and style for a new user validated creative direction.

#### YELL - Responsive Web UX Designer

3 week contract - November 2016

Within a team, we analyzed the current weyell.org site and redesigned the UX for a responsive use case. After creating, testing and iterating both desktop and mobile version of the website, we worked with a web development team to create a WordPress high-fidelity prototype.

#### Kudoz - Mobile Application UX Designer

3 week contract - September 2016

As a team, we developed a medium-fidelity prototype app for hand-off to UI team. We conducted interviews, surveys and used a contextual inquiry to put ourselves directly in the user's shoes to gain a detailed understanding of the user's goals, motivations, and frustrations.

### Education

#### Certificate of UI Design

RED Academy - Vancouver BC  
March - 2018

#### Diploma of UX Design

RED Academy - Vancouver BC  
December - 2016

#### English Language Arts

Bow Valley College - Calgary AB  
June - 2016

### References

#### Karina Daukaeva

Associate Creative Director - autoTRADER.ca  
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#### Andrew Wu

Design Manager - autoTRADER.ca  
Woopenghua@trader.ca - 604 396 4543

#### Stewart Wright

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### Software



Figma



Principle



Sketch



Invision



Adobe  
CS



HTML5  
CSS3