

# Aaron Terrazas

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## BACKGROUND

I have more than 15 years of experience managing cross-functional teams and projects to deliver digital products and consumer experiences on multiple platforms (Web, Desktop and Mobile) for Financial Services, E-commerce, Marketing Agencies, Technology Firms and fortune 500 companies around the country.

## CLIENTS

- ABSOLUT VODKA
- Apple
- Cisco Systems
- Coors
- Four Seasons
- Hitachi
- Intel
- LAPD
- McAfee
- Mercedes-Benz
- Microsoft
- SAM's Club
- Sprint
- Yamaha
- Yum (YRI)
- Wal-Mart

## SKILL SET & EXPERIENCE

I have more than 10 years experience as a project leader. I have helped clients define business cases and scope of work, project plans, issue resolutions, vendor, client management and presentations, and have influenced and advised at an executive level. I have implemented various types of E-commerce platforms, Content Management Systems, Search engines, Web Analytics, e-Learning solutions, POS Devices, KIOSK Applications, CD-ROM / DVD interfaces, Flash, Website Design/Development, visual design solutions for Web and software applications, along with online marketing campaigns through Web ad banners, online promotions, email marketing and social media.

I have more than 15 years experience as a User Interface and Experience Designer defining, guiding and enforcing the standards and best practices for UX/UI, information layout and flow, interaction design, visual design and software usability. I have collaborated with teams to facilitate and create successful interaction designs using both a waterfall process and an agile / scrum development environments.

My Web and Software Application designs have utilized user research and analysis, requirements definition, information architecture, navigation schemes, wireframes, visual mockups, graphics/icons/diagrams, branding logos, user workflows, site layout, UX/UI templates, stylesheets, requirements documents, UX/UI design specifications, site flows (site maps), prototypes, content strategy, usability testing and user acceptance testing to create enterprise level experiences and applications for my clients.

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## SOFTWARE & CODING LANGUAGES (15+ years of experience)

- HTML, CSS, PHP, CFM, ASP, .NET, XML, AJAX
- Javascript, JQuery
- ActionScript 2/3
- Photoshop
- Illustrator
- Aftereffects / Premiere
- Motion / Final Cut Pro
- Dreamweaver
- Flash
- Squeeze
- MYSQL / SQL

## PROFESSIONAL HISTORY

### Sightbox Studios // 2014 – Current

Director of Digital Experience - UI/UX (Digital Agency) // Folsom, CA

As the Director of Digital Experience, I oversee all aspects of UI/UX design for Sightbox Studios client's and projects. I work with the visual design and UI/UX design teams to produce great visual and usable experience for clients, and make sure that these teams work seamlessly with our development teams. I set process guidelines, lead weekly product design sprints, work to create user flows for web software applications, mobile apps and websites. I also create and oversee the design of wireframes to ensure that good user experiences are being design by our teams and work closely with our development teams to keep projects in scope and to ensure that designs do not send the development team into chaos. I ensure that all user experiences designed meet project requirements and follow best usability practices for mobile, desktop and touch devices based on the product and user personas. I oversee the creation and create functional and high-level prototypes for both Websites, mobile apps and Web software applications; this allows teams to get a high-level view of a product and quickly assess the user experience good or bad and account for uncertainties that may have been missed in the design process.

### SUCCESSSES

I helped build a successful UI/UX team that worked seamlessly with our development team to design and launch great products for clients such as Cisco, Intel, GE, Sunsweet and other industry leaders.

### Dimensional Fund Advisors // 2012 – 2014

Senior Interactive Designer - UI/UX Lead (Marketing) // Austin, TX

As the Senior Interactive Design Lead, I oversaw all UI/UX design for Dimensional's public and internal Websites and Applications, including working with vendors to insure that our brand was maintained and help them leverage code and styles from our CSS library and deliver intuitive and consistent user experiences. I helped to develop web architecture, user requirements, create functional prototypes, and facilitated usability testing and user acceptance. I documented processes and requirements for Website layout/design and information architecture, and created an online brand guide and library of Dimensional's CSS library, code samples, widgets, colors and UI elements and styles.

### SUCCESSSES

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I was the UI/UX designer and project lead for Dimensional's new Careers & Media portals (UI/UX planning, content strategy, refined Website purpose and focus and creative direction). I also designed and created the User Experience for Dimensional's first iPad App. I collaborated with an App developer to insure that the App maintained a consistent UI according to my the design specifications and worked agilely with the developer to overcome UX uncertainties, as the business needs changed for the App. The result was an extremely intuitive App that leveraged many of the iOS UI elements and interactions that users were accustomed to, so that a user could pick up the App and use it intuitively without any help docs or tutorials. I also re-designed the new Account Center user interface, complete with an all new user experience for clients to be able to view their clients, accounts and holdings. This new UX was a huge improvement from the previous experience.

## Harland Clarke / Checks In The Mail // 2011 – 2012

UI/UX Web Designer - Lead (E-Commerce) // New Braunfels, TX

As the UI/UX Web Designer in the E-commerce Division, I maintained various E-commerce Websites and assisted with online marketing and communications efforts. I consulted with our business sponsors to prioritize opportunities and Website improvements: product merchandising, landing page optimization, content strategy, hero banners, Search results, and Mobile optimization.

### SUCSESSES

I managed and led the re-design and development for Walmart Checks and Stationary to align with Harland Clarke's business objectives to have increased adoption of online its channel, reduce operational costs, increase revenue, and improve customer satisfaction for its products. This involved setting project deliverables and milestones, working with our Information Architect to assess the Website's bottlenecks, and ways to improve the user experience and customer retention by studying Website data and statics to create a solution that would increase revenue and drive traffic to the Website. I worked with the design and development team to rethink and re-imagine the Website's User Experience, the check purchasing customization process and checkout to create an easier Website experience for its customers.

## BlueMango Creative Group // 2006 – 2011

Interactive Creative Director (Agency) // Sacramento, CA

In 2006 I turned a successful and profitable freelance business into a full-service creative agency. At its peak, BlueMango Creative Group employed five employees, along with various contractors. As the Interactive Creative Director, I lead my team to build award-winning solutions, and manage Web and print projects for clients such as Hitachi, ABSOLUT, McAfee, Nintendo, Sprint, Yamaha, Mercedes-Benz and other industry leading clients.

I wrote project proposals, set deliverables and milestones, met with clients to develop creative solutions for Web applications, POS devices, trade-shows, E-commerce, and Content Management Systems. I set project scope, schedules, RFPs / vendor selection, define functional requirements, resource plan, budget, ongoing site maintenance, online marketing and social media strategies. As

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part of our design and development process, I created user experiences (user interface design, information architecture), built prototypes, and facilitated usability testing and user acceptance test plans.

## Anderson Solone, Inc. // 2004 – 2006

New Media Director (Agency) // Rancho Cordova, CA

As the New Media Director I worked with designers and developers. I implemented creative strategies from our creative team, scoped out projects, set deliverables, and consulted with clients on all Web design and development projects and desktop applications. I helped the design and development team to successfully build Websites, Flash / Web and CD-ROM /DVD applications, video presentations and online marketing solutions for corporate Websites and national corporations such as AeroJet, Microsoft and Intel.

## SkinStore (Salu, Inc.) // 2002 – 2004

Senior Interactive Designer – Lead (E-commerce) // Gold River, CA

As a Senior Web Designer I was responsible for delivering user experience (user interface design, information architecture), content strategy, user requirements, prototypes, usability testing and user acceptance test plan. I maintained the SkinStore.com & the Salu, Inc. Websites, designed and developed elearning tools for Salu. As a project leader, I worked closely with developers to create viable online solutions to increase online business and sales through e-mail marketing, Websites and Web banner ads.