

Aaron Terrazas

aaront@aaronmatthew.com // (916) 548-9483 // <https://aaronmatthew.com/>

Background

I am a Full Stack UI/UX Designer, and Front-End Developer. I have years successful of experience working as a **project leader** with cross-functional teams, and executives to define business cases, scope of work, and project plans, in-order to deliver digital products and consumer experiences for Web, Desktop, and Mobile applications.

Goal

My goal is to be at the forefront of driving product innovation, and user centered design features to clients as a UI/UX product design manager, and lead a UI/UX product design team for enterprise level products.

Client / Brand Experience

- ABSOLUT VODKA
- Cisco Systems
- Coors
- UCLA
- DHCS / CA EDD
- Hitachi
- Intel
- LAPD
- McAfee
- Thomson Reuters
- Mercedes-Benz
- Microsoft
- SAM's Club
- Star Fine Foods
- Sunsweet
- Sprint
- Yamaha
- Yum (YRI)
- Wal-Mart
- Walgreens

Software & Coding

- HTML, CSS, PHP, ASP .NET, XML
- Javascript, JQuery
- Photoshop
- Sketch
- Figma
- Illustrator
- Microsoft Office

Work History

Thomson Reuters // 2017 - Current

UI/UX PRODUCT DESIGN LEAD // FOLSOM, CA

I oversee all aspects of UI/UX product design for UI/UX ADA / Accessibility and compliance for all products / software applications (SaaS) for the Pondera / Government division of Thomson Reuters, which services Unemployment, SNAP, and Healthcare clients at the state and Federal levels.

- Set brand, and UI/UX guidelines for the Pondera products
- Create wireframes, and visual designs for existing and new products
- Work with the Fraud Detect, and Case Tracking development teams to ensure that all user experiences designed meet project requirements

Aaron Terrazas

aaront@aaronmatthew.com // (916) 548-9483 // <https://aaronmatthew.com/>

- Create high-level prototypes using Figma, and HTML / CSS templates
- Usability testing, user / client interviews, setting up personas, and user flows

SUCSESSES

I re-designed / rebranded Thomson Reuters' **Fraud Detect** and **Case Tracking** for its current clients, serving 2K+ end users; this entailed various product enhancements.

- New product features
- Addressed legacy UX issues, and enhanced user workflow and experience throughout both products
- Addressed accessibility enhancements to meet WCAG ADA 2.0 standards

Pondera Solutions // 2017 - 2020

UI/UX PRODUCT DESIGN MANAGER // FOLSOM, CA

In 2020 Pondera Solutions was purchased by Thomson Reuters. Oversaw UI/UX for all products / software applications (SaaS) for Pondera Solutions.

- Re-designed **FraudCaster** which entailed various product enhancements, new product features, addressed legacy UX issues, accessibility issues, and enhanced user workflow and experience throughout the product

Sightbox Studios // 2014 - 2017

DIRECTOR OF DIGITAL EXPERIENCE (UI/UX - DIGITAL AGENCY) // FOLSOM, CA

I oversaw all aspects of UI/UX design for Sightbox Studios client's and projects.

- Set process guidelines, lead weekly product design sprints
- Create user flows for web software applications, mobile apps and websites
- Ensured that all user experiences designed met project requirements, and followed best usability practices

SUCSESSES

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, UCLA, Star Fine Foods, Sunsweet and other industry leaders, my work affected thousands of end-users and teams globally.

Dimensional Fund Advisors // 2012 - 2014

SENIOR INTERACTIVE DESIGNER - UI/UX LEAD (MARKETING) // AUSTIN, TX

As the Senior Interactive UI/UX 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.

Aaron Terrazas

aaront@aaronmatthew.com // (916) 548-9483 // <https://aaronmatthew.com/>

SUCSESSES

- UI/UX project design lead for Dimensional's new **Careers & Media portals** (UI/UX planning, content strategy, refined Website purpose and focus and creative direction)
- Designed and created the user experience for Dimensional's first **iPad app**
- Re-designed Dimensional's **Account Center** application, complete with an all new user experience for clients to be able to view their clients, accounts and holdings

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.

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.

BlueMango Creative Group // 2006 - 2011

DIGITAL CREATIVE DIRECTOR (AGENCY) // SACRAMENTO, CA

In 2006 I turned a successful and profitable freelance business into a full-service creative agency. 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.

- 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
- Set project scope, schedules, RFPs / vendor selection, define functional requirements, resource plan, budget, ongoing site maintenance, online marketing and social media strategies

Anderson Solone, Inc. // 2004 - 2006

NEW MEDIA DIRECTOR (AGENCY) // RANCHO CORDOVA, CA

As the New Media Director I worked with designers and developers and implemented creative strategies from our creative team, scoped out projects, set deliverables, and consulted with clients on all Web design / development projects and desktop applications for corporations such as AeroJet, Microsoft and Intel.