

Aaron Terrazas

Senior UX Product Designer
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Summary

As a Senior UX Product Designer with over 15 years of experience, to bring a proven track record of delivering intuitive and user-centered digital experiences. My background spans UI/UX design, information architecture, accessibility, prototyping, and collaboration with cross-functional product teams and stakeholders, to create design solutions for consumer products.

Skills

Design: Web, Product, Mobile, E-commerce, Responsive, Style Guides, Design Systems, Interaction

UX: Research, Strategy, WCAG 2.1 Accessibility, ADA Compliance (AA), Wireframes, A/B Testing, Content Strategy, User Flows, Personas, Information Architecture, Human-Centered Design (HCD), Journey Mapping

Tools: Figma, Photoshop, Illustrator, Sketch, Indesign, Adobe XD, Microsoft Office

Prototyping: HTML, CSS, PHP, ASP .NET, XML, Javascript, JQuery

Work Experience

Thomson Reuters // 2017 – 2024

SENIOR UX PRODUCT DESIGNER // FOLSOM, CA

Led all aspects of UX product design, and refined the UX landscape for government software solutions (SaaS) for Unemployment, SNAP, and Healthcare, and set benchmarks for **ADA compliance** and **user-centered design**.

- My role encompassed the **end-to-end design process**, from wireframes to high-fidelity prototypes, using tools like Figma, test uncertainties and reduce development cycles

ACCOMPLISHMENTS

- Established design system, and UI/UX guidelines for the Pondera products suite
- Collaborated with development teams to ensure that all user experiences designed in alignment with **project requirements** and **business goals**
- **Usability testing**, user / customer interviews, personas, and user flows
- Re-designed Thomson Reuters' **Fraud Detect** and **Case Tracking**, serving 2K+ end users

Pondera Solutions // 2017 – 2020

UX PRODUCT DESIGN MANAGER // FOLSOM, CA

Pondera FraudCaster identified \$50 million in overpayments, which led to \$18.7 million in recoveries by Medicaid Inspector General. Thomson Reuters purchased our profitable start up, in 2020 for \$124 million; a testament to our teamwork that refined the landscape for government software 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 lifecycle

Sightbox Studios // 2014 – 2017

DIRECTOR OF USER EXPERIENCE // FOLSOM, CA

Managed all aspects of UI/UX design for Sightbox Studios clients and projects, and mentored designers and developers.

- Implemented process guidelines, lead weekly product design sprints
- Produced user flows for web software applications, mobile apps, motion design, and websites

ACCOMPLISHMENTS

Built a successful UI/UX team that worked seamlessly with our development team to design and launch great products for clients.

Dimensional Fund Advisors // 2012 – 2014

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

Maintained all UI/UX design for Dimensional's public and internal Websites and applications. Partnered with vendors to ensure brand consistency, and utilized code and styles from the CSS library to deliver consistent user experiences.

ACCOMPLISHMENTS

- UI / UX project design lead for Dimensional's new **Careers & Media portals**
- Designed and established 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, supported various E-commerce Websites, and assisted with online marketing and communications efforts.

- Initiated project deliverables and milestones
- Close collaboration 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
- Devised solutions that increased revenue, and drove traffic up by 5% to the Website

Education

San Jose State University / Creative Arts Interdisciplinary