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DESIGN LEADER. UX PRODUCT

Transforming Complex Workflows into Intuitive and User-Centered Digital Experiences

Design leader with 20+ years experience spearheading B2B and B2C products across fintech, insurtech, government, and SaaS products. Have led design and development teams, built design systems from the ground up, and translated design decisions into measurable business outcomes, including **\$130M in identified savings** on a fraud detection platform serving **15M+ users**. Worked with clients including Walmart, Microsoft, Intel, Cisco, Absolut Vodka, Sam's Club, and Sunsweet. Known for bridging the gap between design and development and fostering cross-functional collaboration.

SKILLS & QUALIFICATIONS

- **Leadership:** Team Building, Executive Mentorship, Design Ops Strategy, Cross-Functional Alignment, Product Roadmapping
- **Systems Architecture:** Enterprise Design Systems Strategy, Tokenization, LLM-Assisted Component Architecture, Multi-Product Scaling
- **Regulatory & Compliance:** Human-Centered Design (HCD), WCAG 2.1/2.2 Accessibility Compliance, ADA Standards, Section 508
- **Product Strategy:** End-to-End Product Discovery, Information Architecture, Data Visualization, Complex Workflow Optimization.
- **UX Insights & Analytics:** User Research Strategy, Cognitive Frameworks, Conversational/AI UX Design, Data-Driven Iteration, Variant Testing.
- **Tools:** Figma, Figma Make, Cursor, Claude Design / Code, FigJam, ChatGPT, Photoshop, Illustrator, Sketch, Miro, Adobe XD, Jira, Asana, Confluence
- **AI & Development:** Cursor, Claude Code, GitHub Copilot integration, LLM-Assisted Development workflows, Semantic HTML/CSS, Modern JavaScript/jQuery, PHP, ASP.NET Architecture.

PROFESSIONAL EXPERIENCE

ONE INC, Folsom, CA

Senior Product Designer

09/2025 – Current

One Inc is the insurance industry's leading digital payments network. The Senior Product Designer serves in shaping and leading the product design strategy and user experience for One Inc's products, along with mentoring and leading the design team.

- Architected and spearheaded the multi-product rollout of the Unity Web Component (UWC) design system utilizing LLM-assisted development, slashing engineering handoff friction and establishing a unified accessibility framework across product management and engineering pipelines.
- Built and own the rollout roadmap for UWC, driving adoption across design and engineering teams.
- Enabled designers to build functional prototypes directly from Figma using UWC, reducing the gap between design intent and engineering handoff.
- Conducting design reviews and usability audits to maintain quality and identify experience gaps.
- Mentoring designers and supporting their professional development, including running working sessions on UX design and accessibility.
- Planning and executing user research and usability testing to inform product decisions.
- Owning end-to-end design for major product initiatives, from discovery through delivery, including consumer-facing payment experiences.
- Producing user flows, wireframes, and high-fidelity prototypes across web and mobile surfaces.

HULOOP AUTOMATION, Auburn, CA

Staff Product Designer

01/2025 – 08/2025

HuLoop specializes in creating, deploying, and managing AI-powered Intelligent Agents that automate repetitive tasks, empowering businesses with scalable, and efficient digital workforces. Staff Product Designer serves a

critical role in shaping and leading the vision and execution of HuLoop's product design strategy and user experience.

- Formulated the product design strategy for AI-powered intelligent agent workflows, transforming complex automation logic into intuitive user experiences that drove a **23% increase in client renewals and 17% growth in new sales**.
- Collaborate with cross-functional teams to create user-centered experiences to establish a shared vision and strategy.
- Conducted user research to inform design decisions.
- Defined and executed long-term design strategy aligned with business objectives.
- Developed user flows, wireframes, and high-fidelity prototypes.
- Redesigned the automation and workflow product suite's UI & UX; new customer experience led to a 23% increase in client renewals and 17% growth in new sales.
- Mentored and developed junior designers.

THOMSON REUTERS, Remote

Staff UX Product Designer

10/2020 – 09/2024

Global AI and technology company empowering professionals with trusted content and workflow automation. Led all aspects of UX product design for the Risk and Fraud Pondera division, developed product roadmap, and refined the UX landscape for government SaaS solutions across Unemployment, SNAP, and Healthcare.

- Managed end-to-end UX design process using lean UX methodologies, from personas and user flows to wireframes and high-fidelity prototypes, reducing development cycles.
- Established the design system and set UI/UX guidelines for the Pondera product suite, serving 2K+ end users nationwide.
- Collaborated with development, product, and data science teams to visualize complex data, streamline fraud detection workflows, and enhance decision-making tools.
- Designed data analytic tools and dashboards that streamlined decision-making to reduce improper payments and protect program integrity for state agencies.
- Redesigned the flagship FraudCaster/Fraud Detect SaaS engine, implementing advanced machine learning data visualizations that identified **\$130M in duplicate/overpayments**, resulting in **\$18.7M in direct recoveries** by the Medicaid Inspector General and securing multi-million dollar government contracts.
- Led multiple product design initiatives for California DHCS and EDD, launched to 700+ government professionals, serving more than 15.4 million beneficiaries.

PONDERA SOLUTIONS, Folsom, CA

Senior UX Product Designer

10/2017 – 08/2020

acquired by Thomson Reuters, 2020 for \$124M.

Fast paced start up utilizing expert machine-learning technology for government programs in Healthcare, SNAP, and Unemployment.

- Pondera FraudCaster identified \$50M in overpayments, supporting Medicaid Inspector General achieving \$18.7M in recoveries.
- Managed UX product design for government software solutions (SaaS) and end-to-end design process through development and product release using UX methodologies, centered around user-centered design.
- Re-designed FraudCaster, including various product enhancements and new product features, addressing legacy UX issues, accessibility issues, and enhancing user workflow and experience, and prompting Thomas Reuters acquisition for \$124 Million.

SIGHTBOX STUDIOS, Folsom, CA

Director of User Experience

01/2014 – 10/2017

Oversaw end-to-end product design, managing UI/UX strategy and execution across client projects while mentoring designers and developers.

- Built and led the UI/UX team, working seamlessly with development to design and launch products for clients; established process guidelines and led weekly product design sprints.
- Developed user flows for web applications, mobile apps, motion design, and websites to enhance usability and engagement.
- Helped secure clients such as Sunsweet, Intel, GE, Star Fine Foods, and Mercedes Benz.

DIMENSIONAL FUND ADVISORS, Austin, TX**Senior Interactive Designer** - UI / UX Lead

01/2012 – 01/2014

Maintained all UI / UX design for public and internal Websites and FinTech (financial services) applications. Partnered with vendors to ensure brand consistency and utilized code and styles from CSS library to deliver consistent user experiences.

- Served as UI/UX project design lead for new Careers and Media portals, generating successful global launches.
- Designed and established the user experience for the company's first iPad app, giving advisors mobile access to client funds and programs for the first time.
- Redesigned the Account Center application, creating an all-new experience for advisors to view client accounts and holdings.

HARLAND CLARKE / CHECKS IN THE MAIL, New Braunfels, TX**UI / UX Web Designer** - Lead (E-Commerce)

01/2011 – 01/2012

Supported various E-commerce Websites (Walmart, Sam's Clubs, and Costco) and assisted with online marketing and communications efforts.

- Collaborated with the Information Architect to assess website bottlenecks and improve user experience and customer retention.
- Devised solutions that increased revenue and website traffic by 5%.

BLUE MANGO CREATIVE GROUP, Sacramento, CA**Co-Founder / Creative Director**

01/2006 – 01/2011

Co-founded and led a full-service creative agency with a business partner, turning a freelance practice into a team-based studio serving corporate and industry-leading clients including Hitachi, Absolut, McAfee, Nintendo, Sprint, and Yamaha.

- Led a team to build award-winning Web and print solutions, managing projects across Web applications, POS devices, trade shows, e-commerce, and content management systems.
- Wrote project proposals, set deliverables and milestones, and met directly with clients to develop creative solutions.
- Set project scope, schedules, RFPs and vendor selection, functional requirements, resource planning, budgets, ongoing site maintenance, and online marketing/social media strategy.

ANDERSON SOLONE, Rancho Cordova, CA**New Media Director**

01/2004 – 01/2006

Led a design and development team of 6+, scoping projects, setting deliverables, and consulting directly with clients on web, Flash/web, CD-ROM/DVD applications, video presentations, and online marketing solutions. Led design and development for corporate clients including Aerojet, Microsoft, and Intel.

EDUCATION**San Jose State University, San Jose, CA**

Coursework towards Bachelor of Arts in Creative Arts with a minor in music

CERTIFICATIONS**InnovateUS HCD Certificate - Human Centered Design:** InnovateUS / Credential ID 8778963627AT**AWARDS****Sacramento Region Innovation Awards:** Software category for Fraud Detect**Silver Addy:** American Advertising Federation / Microsoft Product Alignment Tool