

Aaron Terrazas

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Background

I am a Full Stack UI/UX Product Designer, who is passionate about delivering successful digital products and consumer experiences for Web, Desktop, and Mobile applications. As a full stack designer, I understand the entire product lifecycle, and design with an understanding of the limitations and goals for development to create design solutions for consumer and enterprise products.

I have extensive experience working as a multidisciplinary project leader with cross-functional teams, SMEs, and executives to define business cases and strategy, scopes of work. I have been involved with every aspect of the product life-cycle such as UX Research, Information Architecture, Interaction Design, UI Design, prototyping coding and product release plans.

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

Skills

UI Design

- Websites
- Web Apps
- Mobile Apps
- Mobile Web
- E-commerce
- Animation / Motion Design
- Interaction Design

User Experience

- UX Research
- UX Strategy
- WCAG 2.1 Accessibility
- ADA Compliance (AA)
- Wireframes
- Product Strategy
- E-commerce

Software

- Figma
- Photoshop
- Illustrator
- Sketch

Prototyping / Front-End Development

- HTML
- CSS
- PHP, ASP .NET, XML
- Javascript
- JQuery

Work History

Thomson Reuters // 2017 – Current

UI/UX DESIGN SPECIALIST (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

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- Work with the Fraud Detect, and Case Tracking development teams to ensure that all user experiences designed meet project requirements
- Create high-level prototypes using Figma, and HTML / CSS templates
- Usability testing, user / client interviews, setting up personas, and user flows

SUCCESSSES

I re-designed / rebranded Thomson Reuters' **Fraud Detect** and **Case Tracking** for its current clients, serving 2K+ end users; this entailed various product enhancements, and new 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, motion design, and websites
- Ensured that all user experiences designed met project requirements, and followed best usability practices

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, 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 main-

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tained and help them leverage code and styles from our CSS library and deliver intuitive and consistent user experiences.

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.
- I set 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.

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 managed Web UI/UX, animation, 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