AUBRIE HANSON

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WORK EXPERIENCE

RoundFeather | Remote Senior Product Designer

October 2021 – Present

Serve as the sole lead designer for multiple clients- providing wireframes, visual design & final prototypes based on complex research. Present designs and strategy to high level stakeholders. Design website for the Paven app for Meta emplooyees.

CloudZero | Remote UX Lead

October 2020 – October 2021

Worked cross-team in "Jobs to be done" framework and contributed to "discovery" project phase through final design stage. Design large amounts of complex data to be organized and intuitive.

Goodpath | Cambridge, MA Head of Design

November 2019 – October 2020

Developed styleguide for entire site. Work with product team and CPO to find product market fit based on user research sessions. Supply engineers with pixel-perfect site mocks.

Fidelity Investments | Boston, MA Senior UX Designer

July 2019 – November 2019

Worked with an agile team to improve the performance of finance related interface. Completed course to conduct user research on usertesting.com. Helped create awareness of the importance of design systems. Designed Women in Tech Special Interest Group Logo.

Acquia | Boston, MA Senior UX Designer

August 2017 – July 2019

Created UI library and the brand identity character used in product onboarding. Reimagined information architecture and created cross-product consistency in both UX and UI on complex SaaS products. Redesigned major components of product navigation, onboarding, and interactive content, and created and conducted user tests.

CVS Digital Innovation Lab | Boston, MA Senior UX Designer Contract

March 2017 – August 2017

Took part in Google venture style Design Sprints to solve large problems with design, improved the UX of various aspects of the CVS mobile app, and observed user tests and iterated on resulting data.

Wayfair | Boston, MA UX Designer App Team

August 2016 – March 2017

Collaborated with the app team to brainstorm updates to improve the UX and "surprise and delight" the user of wayfair.com. Worked with the "Wayfair Next" AR/VR Team to develop UI and branding for a VR app. Simplifed and perfected mobile ecommerce experience by researching competitors and architect vast amounts of site and product information.

For more design experience beginning in 2013, please see linkedin.com/in/aubriehanson

SKILLS

- Design thinking & strategy development
- Wireframing
- Prototyping
- User testing

- Color theory
- Drawing & sketching
- Branding
- Typography
- Illustration

- Axure
- Figma & Sketch
- Invision
- Jira
- Basic HTML & CSS
- Microsoft Office Suite

EDUCATION

Rhode Island School of Design | Providence, RI
BFA Graphic Design
December 2013

Salve Regina University | Newport, RI
Business Minor
September 2009 – May 2011