

Aaron Charles-Rhymes

Product Designer

EXPERIENCE

Freelance Product Designer

Aaron's Studio

Mar 2015 - Present - 7 Years, Oakland, California, United States

- Conduct user research, including surveys, interviews, and usability testing to gather insights.
- Create wireframes, prototypes, and high-fidelity designs using tools like Figma.
- Implement responsive design principles to ensure optimal viewing experience across various devices.
- Work closely with developers to ensure accurate translation of designs into functional products.
- Provide ongoing support and iterative improvements based on user feedback and analytics.

Product Design Intern

Delta Dental

Jul 2023 - Oct 2023 - 4 Months, Oakland, California, United States

- Conducted research & design focused on the member portal dashboard & helped to define changes to boost member engagement & increase task accomplishment by 35%
- Designing user flows to enhance member experience.
- Applied expertise in SAFe and Agile methodologies, accelerating project timelines and decreasing design iterations by 20%
- Crafted and delivered accessibility presentations to over 5 team members, achieving an average feedback score of 4.8/5 and increasing department-wide awareness.
- Partnered with five distinct cross-functional teams, integrating design improvements that were lauded for unifying and enhancing the overall user experience.

UX Design Intern

Amazon

May 2022 - Jul 2022 - 3 Months, Seattle, Washington, United States

- Designed job role guidelines web application for Amazon employees using Figma.
- Worked with 5 cross-functional teams, leading to the integration of 7 essential features that were highly demanded across departments.
- Received positive feedback from 7 out of 10 stakeholders, leading to design implementation with minimal revisions.
- Created wireframes and prototypes using Figma to communicate design ideas effectively.
- Conducted over 10 user interviews and gathered 8 actionable insights, directly informing 5 design changes and improvements.

INFO

Cell: 510-734-9089

Website: aaroncharlesrhymes.com

Email: acharlesrhymes@gmail.com

Social: linkedin.com/in/acharlesrhymes

SKILLS

Industry Knowledge

Communication, Problem Solving, Collaboration, Detail Oriented, Implementation, Presentation, Accessibility, SAFe, Agile Methodologies,

Design

Design Thinking, User-Flow, Wireframing, Low-Fidelity Prototyping, Rapid Prototyping, High Fidelity Mockups

Research

Surveys, User Interview, Affinity Diagramming, Usability Testing, Competitive Analysis, Heuristic Evaluation

Tools

Adobe CC, Figma, Sketch, Zeplin, Miro, Lookback, Microsoft Office, Jira

Programming

HTML, CSS, Javascript, jQuery, P5.js

EDUCATION

B.S. Visual Communication Design

San Francisco State University

August 2020 - May 2023