

# AARON HILTZ

## UX DESIGN & RESEARCH

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### SKILLS SUMMARY

#### Design Tools

Adobe Creative Suite  
Sketch + InVision  
Figma  
Axure RP  
Miro  
Trello  
Keynote  
Google Slides  
PowerPoint

#### UX Methodologies

Sketching & Wireframing  
Prototyping  
Comparative Analysis  
Heuristic Evaluation  
Usability Testing  
Journey Mapping  
UX Strategy  
Website Architecture

#### Online Marketing

HTML & CSS Coding  
Wordpress CMS  
SEO  
SEM  
Google Analytics  
Google Search Console  
Google Ad Manager  
Social Media Marketing  
E-mail Marketing

#### Business Development

Networking  
Relationship Building  
Proposal Creation  
Group Presentations  
B2B Sales

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### EDUCATION

#### User Experience Design Certificate

Prime Digital Academy  
Minneapolis, MN  
November 2020

#### Bachelor of Arts in Graphic Design

Becker College  
Worcester, MA  
May 2010

### EXPERIENCE

#### UX Research & Design Student - Prime Digital Academy - July 2020 to Nov. 2020

##### Group Capstone Project - Locavori

Locavori is an early-stage startup looking to connect local food & beverage fans with local artisan food & beverage makers. To help create a space for this connection my team and I designed a mobile-responsive website.

To contribute, I:

- Built a consumer survey with Google Forms & analyzed results using Miro
- Created a research protocol including a desirability study & moderated remote user research sessions
- Designed the website header, footer & home page to establish brand style
- Built the interactive desktop prototype for usability testing using Figma

##### Solo Capstone Project - District 6 Hockey Officials

To help my local hockey officials district retain officials & encourage officials to improve, I:

- Performed a cognitive walkthrough of the existing d6ref.com website & comparative analysis of similar websites
- Built a survey using Google Forms & conducted remote contextual inquiries
- Created wireframes & improved the existing website architecture
- Developed an interactive prototype using Sketch & Invision
- Conducted remote usability testing on my interactive prototype

#### Digital Marketing Specialist - Big Fish Works - October 2017 to May 2020

- Designed dynamic digital ads to match clients' brand and deliver high click-through rates
- Ran paid ad campaigns with Google AdWords and Facebook Ads
- Educated and advised sales staff on digital products and best practices
- Updated and created sales collateral and presentations to increase digital sales

#### Sole Proprietor - Wilderness Web Designs L.L.C. - April 2014 to November 2017

- Made sales and managed relationships with clients & referral partners
- Designed, developed, hosted and maintained websites with Wordpress CMS
- Created print marketing materials for clients to enhance their brand integrity
- Researched competitors and built proposal presentations with PowerPoint to close sales
- Consulted on SEO and lead generation techniques based on the clients' needs

#### Graphic Designer - St. Paul Stamp Works - July 2012 to April 2014

- Created vector graphics from rough jpeg images and scans using Illustrator
- Maintained quality control standards while proofreading production artwork

#### Graphic Designer - Direct Mail of Maine, Inc. - June 2011 to November 2011

- Collaborated with the Sr. Designer to create print-ready marketing materials
- Worked closely with the Production Team to ensure quality control of content