

# Aidan Kidder-Wolff

## UX Designer

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### Profile

I'm Aidan, a spirited UX Designer, passionate about combining user-centered design with brilliant new technology. My passion lies in conducting user interviews and translating key insights into meticulously crafted, visually stunning designs for both mobile and desktop platforms. Throughout my career, I've proven to be creative, driven, and flexible. Beyond design, I possess proficiency in web technologies such as HTML, CSS, JavaScript, and SQL, as well as other programming languages including Python, Java, and C.

### Professional Experience

#### UX and Content Designer

09/2023 – present

*Solutions at Work*

- Developed a comprehensive design system and created impactful infographics, solidifying brand identity.
- Led the end-to-end redesign and reconstruction of the organization's website, driving a 24.53% increase in monthly donation revenue.
- Conducted four rounds of user research with Hotjar, enhancing user task success rates by 60%.

#### UX Designer and User Researcher

11/2022 – 05/2023

*Ronday Technologies*

- Designed and implemented over 90% of the Help Center content, significantly reducing onboarding times.
- Created tutorials deployed across the platform's five most popular areas to boost user adoption.
- Conducted extensive user research, including 6 interviews with digital community moderators, to inform feature development.
- Analyzed 13 competitors' UX strategies and delivered actionable insights to the leadership team.
- Directed and edited 5 high-performing Twitter (X) ads, achieving a conversion rate 20 times the industry average.

#### Team Manager and Web Developer

01/2018 – 01/2020

*Stella's Stunners*

- Managed a team of 16 interdisciplinary members to develop and launch a user-friendly web platform, supporting high school math educators with over 700 unique math problems.
- Conducted weekly meetings with educators and sponsors to design an intuitive, shopping-like website experience tailored to their needs.

- Self-taught web development tools and coding languages (HTML, CSS, JavaScript, PHP) to deliver a robust platform

## Projects

### **Coded Personal Portfolio Website**

- Designed my portfolio in Figma using Visual Studio Code to maintain the website's HTML, CSS, and Javascript; Version control using Github.
- Completed third iteration based on peer reviews by UX Designer, Content Designer, and Graphic Designer to quickly convey skills and personality.

### **WCAG Website Accessibility Guide**

- Conducted a 7-page accessibility review of nonprofit website, identifying barriers and providing actionable recommendations aligned with WCAG standards.
- Created a free resource guide for promoting web accessibility, tailored to non-developers, enhancing awareness and application of accessibility principles.

### **Somaesthetic Shape-Changing Neck Pillow**

- Designed and executed 22 usability tests over 14 months to refine a 3D-printed neck pillow prototype, focusing on user comfort and functionality.
- Conducted diary studies and surveys to gather qualitative feedback, iterating on three prototypes based on insights.
- Developed Arduino code to automate functionality, showcasing a blend of research and technical skills.

## Skills

### **Design Systems**

### **User Research**

### **Mobile Design**

### **Figma**

### **Prototyping**

### **Usability Testing**

### **Collaboration and Communication**

### **Wireframing**

### **Desktop Design**

### **Information Visualization**

### **Adobe Creative Suite**

### **Information Architecture**

### **Coding**

HTML, CSS, JavaScript, Python, Java

## Education

### **UX Design Certificate, Interaction Design Specialty**

*The Nielsen Norman Group - ID1051858*

02/2022

### **Master's Degree in Computer Science, Interaction Design**

*KTH Royal Institute of Technology*

08/2019 – 02/2022

Stockholm,  
Sweden

### **Bachelor of Arts degree in Computer Science**

*Oberlin College*

09/2016 – 06/2019

Oberlin, USA

## **References**

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**Tim Train**, *General Manager*, Marvel Snap

**Mahdi Farra**, *Head of Design*, Ava

**Chris Tung**, *Sr. UX/UI Design Consultant*, UXSF