AARON DICKERSON

Visual/Experience Designer

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EDUCATION

Bachelor of Business Administration
Marketing

Stephen F. Austin State University
2007-2011

CERTIFICATION

Google UX Design Professional Certificate
2021

SKILLS

Figma	★★★★★★★★☆☆	
Sketch	★★★★★★★★☆☆	
Invision	★★★★★★★☆☆☆	
Illustration	★★★★★★☆☆☆☆	
After effects	★★★★★★★☆☆☆	
Photoshop	★★★★★★☆☆☆☆	
Indesign	★★★★★★☆☆☆☆	
HTML/CSS	★★★★★★☆☆☆☆	

OVERVIEW

As an multi-disciplinary designer purposely seeking the magnification of my creativity and analytical approach to visual design, my goals consists of creating experiences that develop a person's capabilities and potential, build human capital, facilitate employability, and enhance quality of life and the realization of dreams and aspirations. With over 10+ years of problem-solving and design experience I want to always strive to create elegant and intuitive solutions that have a positive impact on culture and society.

WORK EXPERIENCE

Visual/Product Designer

verizon✓ Dallas, TX   **Nov 2019 - Current**

A key designer for Verizon's Internet of Things (IoT) CX team; I am tasked with developing and evolving the customer experience of the management software platform called ThingSpace. My day-to-day includes designing brand defining experiences and visuals that will have a meaningful impact at scale.

★ Help lead the UX phases of a IoT projects. Proactively pitching new CX/UX ideas, backed by a strong, well-articulated rationale.

★ Quickly and iteratively create user flows, wireframes, prototypes, high fidelity mockups with detailed visual design specifications for mobile, and web interfaces throughout the design process.

★ Work through ambiguity, and adapt my approach by actively participating and contributing to group dialog to meet the needs of multiple stakeholders.

Visual/UX Designer

creativecircle Dallas, TX   **May 2019 - Oct 2019**

During multiple roles my job was to take charge of the entire design process by creating products and valuable experiences, including UX, UI, visual content design, coding, project management, and collaborative efforts with marketing teams to ensure synergy between the brand and the product.

★ **ThinkWhy -** Help build out design processes, tools, and culture for their Labor market SaaS solution, by refining design system, ensuring visual cohesion and efficiency across all platforms.

★ **Google Android -** Work within brand guidelines to help create visuals for mobile-first platforms.

★ **Dallas Area Rapid Transit (DART) -** Create user stories, personas, and prototypes that improved the digital experiences of the company.

Art Director

ADVIDD Dallas, TX   **Jan 2018 - Oct 2019**

Responsible for the overall visual aspects of an advertising or media campaign. My goal was to coordinate the work of other artistic or design staff, such as graphic designers. and film directors to determine the style or look for a project.

★ Produce elegant and intuitive designs that reinforce a brand's style or voice through visual content. Clients included; **Toyota, Fabletics, AT&T, Project Runway, Hewlett Packard**

★ Plan and ran user tests and other design research used to improved the overall look and style of a business, resulting in more meaningful, easy to use, and engaging content.

★ Leverage data to identify target audiences, behavioral patterns, and social trends to provoke consumers to better participation on social media and other multimedia outlets.

Digital Performance Strategist III

thryv. Dallas, TX   **Nov 2015 - May 2018**

Dedicated digital marketing specialist with deep industry knowledge in product marketing, budgeting, and managing key stakeholders relationships. My goal was to have an amazing eye for details and a track records for building outstanding social campaigns for small and medium size businesses.

★ I managed digital advertising products for 50-60 companies across multiple sectors including: Technology, Construction, Manufacturing, Financial, etc

★ Independently refined the usability, design, and overall brand messaging of clients, resulting in a 10-35% improvement in monthly conversion rates.

★ Responsible for the optimization and budgeting of accounts between $1500-$25,000 monthly spend.