

# AARON DICKERSON

## SENIOR PRODUCT DESIGNER

### CONTACT

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### EDUCATION & CERTIFICATIONS

B.B.A., Business Administration – Stephen F. Austin State University (2011)

Google UX Design Professional Certificate (2021)

### PROFESSIONAL SUMMARY

As a performance-driven product designer with over 12 years of experience, I specialize in crafting conversion-optimized user experiences that blend data, storytelling, and strategic design. I thrive in fast-paced, high-growth environments—delivering A/B test-validated UX that drives CVR, revenue per session, and measurable business impact.

My background spans enterprise monetization, lead generation UX, and multi-platform design systems. I bring deep fluency in tools like Figma, analytics dashboards, and experimentation frameworks—plus emerging skills in vibe coding, agent-driven interactions, and MCP server integration for scalable systems thinking.

Whether shipping test-ready prototypes, analyzing heatmaps, or mentoring design peers, I lead with clarity, curiosity, and cross-functional collaboration to turn insights into outcomes.

### SKILLS & EXPERTISE

**User Experience & Interaction Design** – Design Systems, Motion & Animation, Accessibility

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**Data-Driven Design** – A/B Testing, Behavioral Analytics, Experimentation Frameworks

**Product Strategy & Business Impact** – Roadmap Planning, Stakeholder Influence, UX Vision Storytelling

**Monetization & Growth** – Subscription Models, Ad-Supported Experiences, Global Pricing Strategy

### TOOLS & TECHNOLOGIES

**Design & Prototyping:** Figma (expert), Adobe Creative Suite, Design Tokens, Atomic Design, Design QA, Engineering Collaboration

**Emerging Design and AI:** Vibe Coding, Agent UX Patterns, MCP Server Integration

**Leadership & Collaboration:** Stakeholder Alignment, UX Strategy, Storytelling & Communication, Mentorship, Agile/Lean UX

**Development & Handoff:** HTML/CSS, GitHub, JavaScript, Agile/DevOps

**User Research & Analytics:** Miro, FigJam, Google Analytics, Amplitude

### WORK EXPERIENCE

#### Cisco – Senior Product Designer Remote | July 2022 – Present

- Transformed monetization UX into scalable systems that drove \$10M+ monthly revenue and improved CVR by 30%, leveraging rapid A/B testing and behavioral analytics.
- Designed and shipped test-ready prototypes for enterprise commerce flows, collaborating closely with engineering and analytics for real-time insights and optimizations.
- Championed a culture of rapid experimentation, leveraging A/B testing, user research, and data-driven insights to iterate and refine experiences at scale.
- Navigated ambiguity in sprint cycles by owning end-to-end UX delivery—from whiteboard to dev handoff—and iterated based on heatmaps, drop-off patterns, and session replays.
- Communicated design rationales through storytelling, crafting compelling prototypes that influenced stakeholders and aligned cross-functional teams.

#### Accenture – Senior UX Designer Remote | Aug 2021 – Sept 2022

- Redefined customer engagement for MyCoke, optimizing pricing strategies and subscription models to enhance customer retention.
- Seamlessly integrated user-centered design with business viability, ensuring that monetization strategies aligned with user expectations.
- Facilitated collaborative work sessions to bridge design, product, and engineering perspectives—breaking silos and driving shared vision.

#### Match.com – UX Designer Remote | Aug 2021 – Dec 2021

- Designed data-driven subscription flows, directly improving conversion rates and user satisfaction.
- Streamlined multi-platform design systems, ensuring a cohesive user experience across mobile, web, and marketing platforms.

#### Verizon – UX Designer Remote | Oct 2019 – June 2021

- Designed and optimized customer acquisition experiences for Verizon's IoT platform, supporting long-term business sustainability.
- Drove innovation by applying behavioral research and competitive analysis, shaping the future of IoT UX.

#### Creative Circle – Visual/UX Designer Dallas, TX | April 2019 – Oct 2020

- Pushed the boundaries of storytelling and engagement, creating AR/VR experiences for Google Android AR Home.
- Built a scalable design system for ThinkWhy's SaaS labor market platform, reinforcing the commitment to accessibility and usability.