

Aaron Charles-Rhymes

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Product Designer

Product Designer with 2+ years designing accessible web and mobile experiences across internal web apps. Skilled at owning end-to-end design discovery, user research, user flows, high-fidelity UI, and developer handoff while collaborating closely with engineers and product partners to keep designs realistic and buildable. Leverages artificial intelligence, AI prototyping, prompt engineering, and modern workflows to move faster and deliver more personalized, user-centered outcomes.

EXPERIENCE

Self-employed

Remote

Freelance Product Designer

March 2016 - Present

- Led end-to-end brand identity design, establishing a cohesive visual language through typography, color systems, and logo variations
- Developed and executed social media marketing strategies that increased brand awareness and drove measurable audience engagement

Mean Mug Coffee

Remote

Founding Designer

April 2024 - April 2025

- Design intuitive web and mobile experiences grounded in user research, data insights, and creative problem-solving
- Conduct user interviews and surveys to inform design decisions that align with both user needs and business goals
- Build high-fidelity prototypes and wireframes in Figma, iterating based on usability testing and continuous feedback
- Partner with developers to ensure seamless design-to-code handoff, with a strong focus on responsiveness and accessibility

Delta Dental

Hybrid

Product Design Intern

June 2023 - October 2023

- Designed multi-variant CTA stimuli for A/B usability testing on the ESS member dashboard creating a control and 2 design variants tested across desktop and mobile via unmoderated UserZoom studies with dental members aged 26–80, measuring content clarity, CTA-to-page cohesion, and perceived value
- Mapped end-to-end user flows for Non-Standard Benefits members to identify where self-service broke down documenting the interaction paths for coverage lookup and Explanation of Benefits retrieval to reduce reliance on call-center support
- Collaborated within a 6-person cross-functional team spanning 3 pods (Design & Content, Product & Business, Research & Testing), working alongside a senior product designer, senior UX researcher, product manager, product owner, and the Director of Product Management
- Built on prior design sprint research from May 2023, iterating on validated explorations to move CTA redesign concepts from sprint output into testable, production-ready design variants in Figma

Amazon

Hybrid

UX Design Intern

May 2022 - July 2022

- Designed an internal content management tool for Amazon's Global Talent Management & Compensation (GTMC) org, enabling writers, publishers, and HRBPs to collaboratively create and publish role guidelines for 1M+ employees replacing a fragmented, manual Word-document workflow
- Mapped workflows and UI requirements across 3 distinct user personas (program owners, SME writers, HRBPs), translating a detailed business requirements document with 30+ user stories into a structured content wizard experience in Figma
- Conducted 4–5 user interviews and participated in affinity diagramming and prioritization matrix workshops with GTMC stakeholders to surface core pain points including time constraints, scattered collaboration across tools, and difficulty sourcing the right subject matter experts
- Created a comprehensive handover package including annotated Figma files, FigJam research boards, interview findings, and a usability testing roadmap to ensure design continuity after the internship

San Francisco State University

Hybrid

Web Designer

August 2021 - May 2022

- Led the migration from Drupal 7 to Drupal 8 using a systematic approach that reduced content migration time by 70%
- Implemented data-driven design improvements that increased average session duration by 50%, reduced bounce rates by 27%, and boosted pages per session by 50%
- Created CMS documentation and training materials that streamlined content manager onboarding
- Managed stakeholder communication throughout the project, earning 90% positive feedback on design quality and delivery

San Francisco State University

Hybrid

UX Designer

May 2020 - May 2021

- Redesigned the SF State Gateway Portal Dashboard in collaboration with stakeholders, improving usability and overall user experience
- Created social media marketing materials using Adobe Illustrator and Photoshop to support digital communication strategies
- Developed multiple design iterations in Adobe XD and Figma based on stakeholder feedback, demonstrating adaptability and user-centered thinking

PROJECTS

RentEase – AI-Powered Rent Payment Web App

May 2025

- Designed a tenant–landlord system with simple onboarding and transparent transaction dashboards.

SF State Website Migration

May 2022

- Contributed to system-wide web migration, ensuring accuracy and usability across academic sites.

AI Gift Card Project — AI-Assisted Gift Card Experience

June 2025

- Designed an AI-driven flow to help users generate/select gift cards with guided inputs, clear intent→output steps, and reusable UI patterns for fast iteration.

Web Designer, Pathway Mental Health Support Website (UX Case Study)

December 2022

- Designed accessible flows to improve awareness and student support.

SKILLS

Process & Delivery

- AI-assisted workflows, assistant interaction patterns, Wireframing, prototyping, usability testing, accessibility (WCAG/AA, ADA compliance), Usability Testing, Personas, Affinity Mapping, Competitive Analysis, Data-Driven Design, Design Thinking, Strategic Thinker, System Thinking, Vibe Coding Data-Informed Design, prompt-to-UI iterations

Hardware & Software

- Figma, Figma Make, Adobe Creative Cloud, Cursor AI, VS Code, Webflow, HTML/CSS, Javascript, Claude Code, Vercel V0, Replit, Loveable.dev, Bolt.new, MidJourney, AI/low-code platforms

EDUCATION

Coursera, CA

Online

Certificate: Google UX Design

September 2024

Coursera, CA

Online

Certificate: Google AI Essentials Certificate

September 2024

San Francisco State University, CA

San Francisco

Bachelor of Science (BS) in Visual Communications Design

May 2023