

AARON KRUGLYAK

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SENIOR DESIGNER - UX / UI / ART DIRECTION

12 years of experience harnessing teamwork, leadership and creative flair to build successful products and experiences that meet the needs of business and user.

SKILLS

UX / UI / Interaction

Prototyping

Information Architecture

Req & Spec Creation

Art Direction

Front-End Dev

Data Analytics

Project Management

Visual Design

Usability & Testing

Responsive Design

Marketing & Lead Gen

WORK EXPERIENCE

JPMorgan Chase - Wilmington, DE

Sept 2016 - Current

Position: User Experience Designer (Contract)

- One of two UX designers supporting the redesign of an internal application for credit card lending with multi step end to end features.
- Work with 6 different development teams across 4 time zones to rapidly design, develop, and test features in an Agile environment.
- Designed a brand identity, delivered designs and specs on 7 complex app features, and built a repository to track designs and facilitate communication with over 40 people on the team.

Vanguard - Malvern, PA

May 2015 - Sept 2016

Position: User Experience Designer (Contract)

- Redesigned user login experience resulting in a 40% reduction in help desk initiation & user error.
- Redesigned site registration to improve conversions and reduce drop-off; \$1.6 million project budget.
- Designed new product navigation system, usability tested as 20-30% more efficient versus previous solution; \$1 million project budget.

Metropolitan Transportation Authority - New York, NY

Oct 2014 - March 2015

Position: Lead Portal Designer - UX/UI/IA - (Contract)

- Led UX/UI design and championed UCD principles for an intranet portal with over 60k active users.
- Executed a content audit, generated sitemaps, task analysis, persona charts and project specs.
- Created user surveys and conducted interviews; consolidated findings into actionable items.
- Designed portal UI and created high definition components for handoff to development teams.

Provide Media - Pearl River, NY

Nov 2011 - July 2014

Position: Creative Director

- Designed the corporate brand, web presence, and marketing materials for all web and print.
- Designed campaigns for national brands like Ford, Dell, Nokia, Spotify, Nissan, and Overstock.
- Managed the planning, design, and development of a \$5 million dollar lead management system.

- Created product concepts, requirements, wireframes, prototypes, high fidelity designs, technical specs while managing products through complete lifecycle.
- Hired and managed a 5 person team of developers and content writers.

NEXA MEDIA - Newark, DE

March 2011 - June 2015

Position: Freelance Independent Design

- Produced digital solutions for over 30 small to mid-sized businesses including: *Click 2 Call Network, Nyack Vapes, Jakob Pek Fund, Federal Direct Marketing, SaaShr.com, Web Direct Media, and Prosthetic Renaissance.*

Clash Media - New York, NY

January 2010 – Nov 2011

Position: Lead Designer

- Designed over 100 interactive performance marketing marketing campaigns for clients combining full websites, micro-sites, and ad campaigns.
- Responsible for all in-house web, print, and marketing design needs; Redesigned company brand identity and website.
- Designed and built multiple revenue generating websites across different verticals that were effective in creating in-house revenue via ad media.

Snackable Media - New York, NY

August 2009 – January 2010

Position: Interactive Designer

- Created interactive mini-sites to increase user engagement for in-house products and sales funnels.

Media Whiz - New York, NY

July 2007 – August 2009

Position: Graphic & Web Designer

- Produced advertising campaigns for national clients including Ford, ADT, Nielsen, and Swiffer.
- Created interactive mini-sites, landing pages, email campaigns, banners, presentations, print collateral and flash games.
- Worked directly with marketing and product departments to communicate with clients, pitch ideas, optimize existing campaigns, and develop innovative marketing solutions.

Ramapo College of New Jersey - Mahwah, NJ

June 2005 – July 2007

Position: Web Designer (Work-Study Scholarship)

- Produced interactive mini-sites using Flash Animation, JavaScript, and Video.
- Created marketing materials including banners, emails, newsletters, and print items.
- Created an award winning homepage redesign, awarded by the NJ Higher Education Association for excellent webdesign.

EDUCATION

Ramapo College of New Jersey

Bachelor of Arts - Visual Design, 2006