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[aaronusiskin.com](#) - [Portfolio](#) - [PDF](#) - [Extras](#)

Aaron Usiskin

Global Digital CD/UX Director

25 years of expertise creating compelling brand experiences across multiple media formats and digital platforms, for brands such as Serta Simmons Bedding, OATH (YAHOO), Bloomberg, JP Morgan, DIRECTV, PVH, BCBS, Coldwell Banker, Merrill Lynch, Western Union, LexisNexis and WSP/Parson Brinckerhoff. I have extensive knowledge in, UX research and synthesis, concepting, design, specification, QA, and deployment.

Key Strengths

- *Reputation for combining strategic thinking, creative concepting, and engaging design with a deep understanding of technology and the user experience.*
- *Proven ability to build and manage dynamic cross-functional teams with an emphasis on delivering innovative product solutions.*
- *Extensive experience building global brands, developing client relationships, and building strategic programs.*
- *Use collaborative, agile (iterative, incremental) and waterfall methods.*

Work Experience

Serta Simmons Bedding (Tomorrow Sleep, Beautyrest and Serta) – Lead, User Experience Manager

01.2018 – Present

- Led UX/Design for launch of Tomorrow Sleep, platforming on Magento, brand creation, user testing, A/B, heat maps and using AI to and statistics to design the page based on metrics.
- \$0-\$30 million in revenue 1st year.
- Led UX re-design of [beautyrest.com](#) and [Serta.com](#), Serta re-design resulted in 20% increase in revenue.
- Delivered a fully responsive wireframes, major improvements of HP, PLP and PDP, built the first dynamic PDP in the industry.
- Partnered with Product, marketing and Creative to develop vision and roadmap
- Designed interfaces, mockups, and prototypes, including graphic design, IA, and introduced using AI to determine module placement.
- Worked fully agile.

Aaron Usiskin – Senior Professional - User Experience/Creative Director, Specialist! 03.2015 – 12.2016

Current Clients: Oath.com (UX/IA, All brands), Asenka Interactive (UX/UI/Creative, Strategist), Health Currency (Wearables, UX/UI/Creative/Voice)

- Meet with clients to understand their desired goals and objectives.
- Ideate websites and mobile apps by sketching ideas, and creating detailed wireframes based off content strategist planning.
- Build UX teams and UX infrastructures.



- Optimized Agile methodologies, both independently and collaboratively with team members to design solutions that meet client needs with the goal of surpassing expectations.
- Spearhead clients to translate their vision into clear project objectives, tangible outcomes.
- Manage and work closely with sales, PM, artist, and engineers on high-scope features to solve large-scale design problems.
- Introduced full usability guidelines, templates, and on-boarding process for company wide UX, process.
- Fashion animated mock ups to illustrate functionality and choreography

Endava – Head / Lead User Experience Specialist, Banking and Payment, Worldwide – 06.2015 - 09-2017

- Responsible for UX process for the entire banking and payments vertical, worldwide.
- Work with clients to translate their vision into clear project objectives, tangible outcomes.
- Implemented Agile into the creative process.
- Introduced full usability guidelines, templates and on boarding process for company wide UX.

WSP|Parsons Brinckerhoff – Sr. Creative, User Experience Manager – 02.2009 – 03.2015

- In charge of UX/Design of wsp-pb.com and intranet, combined efforts for unified look.
- Led all new product marketing activities, products and strategic initiatives from ideation to concept.
- Integrated Content Management System.
- Created migration Plan for move from SP 2007 to Balfour Beatty's 360 (SP 2013)

Resolute Solutions – Sr. Creative, Health Strategist and User Experience – 2006 – 2009

- Secured over \$5 million in revenue.
- Creative Direction, User Experience, Business Analysis, IA and supervising development.
- Developed one of the first Personal Health Record, Electronic Medical Records and Electronic Health Records systems for Health Dialog (HighMark BCBS).
- Worked with clients implementing leading edge creative and technologies, including .Net, SharePoint, Social Networking, Tag Clouds, and cloud computing.

LexisNexis | Martindale – VP Creative Director – 2005 – 2006

- Lawyers.com, Martindale.com – Over-site and management of Creative Agency, an internal creative and development agency for Law Firms within LexisNexis.
- Responsible for over \$12 million in revenue, secured \$18 million.
- Oversaw Search Engine Marketing, banner development, sponsored Links/Results, and Account Management for over 2000 firms.
- Training/educating 250 sales reps, client interaction, proposals, programming, and technology, IT, infrastructure, account management, budgets and web practices.

Education

Savannah College of Art and Design – MFA, Computer Art

Bethany College – BA, Graphic Art, Business (Distinction of Final Exams)

Skills

Creative direction, Global brand management, Product development, User experience, Interaction design, Usability testing, E-commerce solutions, Team building & mentorship, User research, Digital rich media,



Cross-platform product design, Creative optimization, Visual strategy, Agile, Waterfall, Adobe Suite, Sketchapp, Invision, Office 365, Keynote, Scalable design patterns

Awards

Nielsen Norman Intranet Usability Guidelines Killer Applications (PB)

webawards.com (athenos.com)

Cre@te Online (Merrill Lynch)