

AARON KRUG

UX + UI + VISUAL DESIGN

Crafting meaningful experiences through user centered design

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EXPERIENCE

Oracle - Principal UX Designer

Aug 2020 - PRESENT

Universal Health Services - Senior UX Designer

JAN 2018 - July 2020

Led a team to redesign over 200 behavioral healthcare websites in 2 years. Established a process for discovery, research, design, development, QA and launch while providing design direction, support and mentorship. Sites improved search visibility and user engagement by an average of 38% YoY.

Comcast - UX Designer

APRIL 2017 - JAN 2018

Designed internal applications for the HR department including a pay statement dashboard, user profile hub and onboarding portal. Helped design and test a new component library for all HR apps.

JP Morgan Chase - UX Designer

SEP 2016 - APRIL 2017

Worked with 6 development teams across 4 time zones to support the design of a call tracking and customer retention application for credit card lenders. Contributed to new UI library and style guide.

Vanguard - UX Designer

MAY 2015 - SEP 2016

Redesigned product navigation resulting in 33% faster product discovery; user registration resulting in 38% improved conversion rates; new login resulting in 44% reduction in user errors.

Metropolitan Transportation Authority - Lead UX Designer

OCT 2014 - MARCH 2015

Championed new user centered design principles while redesigning an employee intranet ERP. Conducted content audit, task analysis, usability heuristic, IA review and UI design.

Provide Media - Creative Director

NOV 2011 - JULY 2014

Designed corporate identity, website and marketing collateral. Designed and built digital marketing campaigns for consumer products and services. Managed development and content team.

Clash Media - Lead Designer

JAN 2010 - NOV 2011

Designed over 100 interactive marketing campaigns for national brand partnerships. Responsible for corporate website, digital and print marketing. Mentored 2 junior designers.

Snackable Media - Interactive Designer

AUG 2009 - JAN 2010

Designed interactive games and micro sites to drive user engagement and subscriptions..

Media Whiz - Web & Graphic Designer

JULY 2007 - AUG 2009

Designed marketing campaigns consisting of flash games, landing pages, micro sites, email and display ads to generate leads and sales for brands like Home Depot, Swiffer and Nielsen.

Ramapo College Marketing Department - Web Designer

JUNE 2005 - JULY 2007

Won an award for our website redesign from the NJ Higher Ed. Association. Built interactive flash sites to attract prospective students. Designed marketing collateral for digital and print.

SKILLSET

User Research
Usability Testing
Heuristics
Information Arch.
Task Analysis
Persona
Journey Mapping
Survey
Interview

Wireframing
Prototyping
HTML + CSS
jQuery
User Interface
Interaction Design
Visual Design
Accessibility

Sketch
Figma
Photoshop
Illustrator
InVision
Premiere
Confluence

Agile
Google Analytics
Branding
Wordpress
Audio Production
Video Editing

EDUCATION

BA - Interactive Design
Ramapo College of NJ
2003-2007