AARON KRUG

UX + UI + VISUAL DESIGN

Crafting meaningful experiences through user centered design

aaronkrug.com
aarkrug@gmail.com
201-788-5042

EXPERIENCE

Oracle – Principal UX Designer
AUG 2020 - Present
- Supporting 12 different business units in building B2B enterprise SaaS products and applications.
- Driving projects through entire design life cycle while collaborating with key stakeholders.
- Leading team design critiques, peer reviews, cross GBU learning and hiring activities.

Universal Health Services (UHS) – Senior UX Designer
JAN 2018 - July 2020
- Working with hospital leadership, led a team to redesign over 200 websites in 2 years.
- Improved user engagement by an average of 37% YoY for all digital properties.
- Established a lean process for discovery, research, design, development, QA and launch while providing design leadership and support.

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.

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 tool for lending agents.
- Worked with users to understand their workflows in order to optimize system interactions.
- Kickstarted a new design system and style guide.

Vanguard – UX Designer
MAY 2015 - SEP 2016
- Redesigned product discovery for financial advisors resulting in 33% faster navigation;
- Redesigned user registration resulting in 38% improved success rates and user login resulting in 44% reduction in user errors.

Metro Transportation Authority – Lead UX Designer
OCT 2014 - MARCH 2015
- Introduced user centered design principles while redesigning an employee intranet ERP.
- Conducted heuristic and IA reviews, task analysis and content audits while supporting ongoing UI enhancement.

Provide Media – Creative Director
NOV 2011 - JULY 2014
- Drove the conceptualization, design and build of a SaaS lead tracking platform and marketplace.
- Designed marketing campaigns for consumer products and services along with the corporate branding, website and marketing materials.

Clash Media – Lead Designer
JAN 2010 - NOV 2011
- Designed over 100 interactive marketing campaigns for national brand partnerships along with the corporate branding, website, digital and marketing materials.

Snackable Media – Interaction Designer
AUG 2009 - JAN 2010
- Designed games and micro-sites to drive user engagement and subscriptions..

Media Whiz – Digital Designer
JULY 2007 - AUG 2009
- Designed flash games, landing pages, micro-sites, email and display ads to generate engagement, leads and sales for brands including Home Depot, Swiffer and Nielsen.

Ramapo College Marketing Department – Web Designer
JUNE 2005 - JULY 2007

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