

# Aaron Cooper

Delivering business value through human-centered design.

## Highlights

A design leader and strategist with deep experience in product development, marketing, advertising, architecture, healthcare systems, human resources and global professional services.

An unbiased, active listener, observer and Designer with proven ability to understand end-to-end customer needs and move insights into priorities, design and experiences that add value.

A User Experience teacher and facilitator, with experience leading research, Design Thinking and training in the United States, South America, the UK, Switzerland, Czech Republic, India, and China.

## Professional Experience

### Honeywell

User Experience Director \_\_\_ October 2014 to present

I lead Honeywell User Experience for functional transformation of the end-to-end employee experience globally.

- Built and managing a team of User Experience Leaders, Designers and Voice of Customer experts
- Responsible for User Experience definition of Digital Strategy
- Implemented Human Resources Interaction Principles, Voice of Customer Principles, Customer Experience maturity roadmap, Email communications guidelines
- Facilitated collaborative end-to-end employee and manager lifecycle touch point analysis to drive prioritization, ideation and concept evaluation to design and deliver new employee onboarding experience
- Defined Customer Experience metrics standards for Customer Effort Score, Customer Satisfaction and Usability
- Led research and cross-functional development of Personas, to embed human-centered mindset
- Leading UX in improvement of contact center agent tools and customer self-support to increase first contact resolution and speed
- Integrated User Experience in Annual Operating Plan and other Project Management processes, co-developed Impact Scorecard for right and fast project prioritization
- Trained 180+ HR high potentials and business General Managers in developed markets and high growth regions in Design Thinking, to drive human-centered innovation
- Led design of Understanding User Experience learning module; 44% increase in likelihood to recommend (top 2 box), 50% decrease in mean completion time
- Designed curriculum for Value Creation Training Design Thinking course, then facilitated and trained facilitators and learners in Latin America, EMEA, APAC and the United States; elicited 9.4/10.0 rating by learners
- Led redesign of Global Compensation Planner; 48% improvement in time on task, 32% increase in System Usability Scale (Ease of Use)
- Functional UX Leader in development of Honeywell Design Language Strategy
- Functional UX Leader in development of Hiring Standards for global User Experience Council

## Prime Therapeutics

Experience Design Leader \_\_\_ *January 2013 to October 2014*

I was responsible for design of low effort experiences across the end-to-end customer lifecycle.

- Co-facilitated definition of customer experience priorities and human-centered design
- Collaborated with business, design and development stakeholders to integrate UX within Agile processes
- Led research, training and Design Thinking to clarify customer needs, make ideas visible and define priorities
- User Experience improvements elicited 69% increase in ease of use, 42% decrease in task completion time
- Enhanced employee engagement and processes in Customer Experience, technology, and operations

## Thomson Reuters – United States & Switzerland

User Experience Manager \_\_\_ *November 2008 to January 2013*

I developed UX strategies and practices focused on design and development of new enterprise legal research and risk and compliance platforms. I led UX integration within software development lifecycles toward lean, Agile processes with iterative research, ideation and development.

- Led design in the United States, Latin America and EMEA to demystify professional workflows, processes and needs, inform product priorities and design language strategy, design, development and future focus
- Promoted to an international assignment in Switzerland, to manage UX and product assets across businesses, delivering value globally, leading design of a new Mobile and desktop reading platform
- Co-founded Global Mobile UX Center of Excellence to drive Mobile design best practices
- Elicited three patentable innovations in Mobile and web user experience
- Product innovations increased market share, price premiums, and decreased customer effort

## bswing

Senior Interaction Designer \_\_\_ *June 2007 to November 2008*

I collaborated with clients such as The University of Minnesota, Pentair, Children's Cancer Research, Oracle and others, contributing to new business development, information architecture and interaction design. I mentored and provided direction, enhancing behavior modeling processes, competitive analysis and ideation methodologies.

## Internet Broadcasting

Senior Interaction Designer \_\_\_ *February 2007 to June 2007*

As a UX team leader, I facilitated integration of experience design best practice and introduction of Agile processes. I led and contributed to research and design of a new media delivery platform and customer experience for Hearst Media and Cox TV websites.

## CRC Marketing Solutions

Senior Interaction Designer \_\_\_ *September 2005 to February 2007*

I provided design leadership across multiple touchpoints, including websites, email, targeted microsites, mail campaigns and print collateral. I helped develop new business opportunities and contributed to interactive marketing and transactional solutions for Ecolab, Thomson West, United Healthcare, and US Airways.

## Larsen

Interaction Designer \_\_\_ *January 2005 to September 2005*

I led requirements gathering, information architecture and visual design for clients, including GMAC-RFC, Twin Cities Public Television and AOL. I exercised every creative, interpersonal and analytic muscle within a team of experienced creative professionals.

## HGA Architects and Engineers

Web Specialist \_\_\_ *June 2002 to January 2005*

I managed design of corporate web and intranet design projects, including email marketing and design of strategic project collaboration platforms. I designed and provided HTML, JavaScript, CSS, and content management services. I co-founded “co.Lab,” a group dedicated to fostering collaboration across teams to establish a more transparent corporate Design culture, facilitating ideation and acute problem-solving amongst senior and junior architects.

## Brooks Stevens Design

Designer \_\_\_ *April 2000 to June 2002*

I managed web and print design projects, contributing to art direction, interaction design and development, branding, mail campaign design, interface design, prototyping, and kiosk design. I contributed to design of medical, consumer, and industrial products, from a PET scanner touchscreen interface to a wearable GPS navigation system. Collaboration in this multidisciplinary team enhanced my grasp of design best practices, including contextual research, effective critique and human factors.

## GS Design

Designer \_\_\_ *February 1999 to January 2000*

I engaged in planning, concepting, critique, and production of a wide variety of channels, including web, point of sale retail, direct marketing and loyalty publications. Clients included Harley Davidson, Repel, Buell, Audi and others. I contributed skills that were in high demand, and more scarce at that time, such as web design, Flash and DHTML development.

## people are interactive

Sole Proprietor \_\_\_ *1996 to Present*

I partner with a wide range of clients, from record labels and architects to financial companies and non-profit organizations. Clients have included Warner Brothers Records, The American Cancer Society, Willy Porter, Carrie Newcomer, Electronics For Imaging, IKON, Thomas Register and many others. I began in 1996 with two clients. Opportunities grew significantly as I created strategic partnerships with other development and design professionals.

## Teaching Experience

### Minneapolis College of Art & Design

Adjunct Faculty \_\_\_ *2007 to 2008*

I co-taught Understanding Contexts of Internet Communication. Students were challenged throughout distinct phases of discovery, definition, architecture, visual design and development of non-profit websites. Reviews were based on participation during in-class dialog and “studio” time, combined with analysis of podcasts and blog articles, formal testing and critique. Guiding students through complicated group dynamics during each phase was the most challenging responsibility as an educator — and the most fulfilling.

## Formal Education

**Concordia University, Wisconsin** - 1991 to 1995

Bachelor of Arts in Psychology, *GPA 3.7/4.0, Magna Cum Laude*

**University of Wisconsin, Milwaukee** - 1995 to 1996

Studied toward Masters in Counseling Psychology, *Left to pursue a career in design*

**Milwaukee Area Technical College** - 1996 to 1997

Courses in Commercial Art Program, *Trained while working in the design field*

## Certifications

**Certified Lead Honeywell User Experience Instructor**

LUMA Institute

**Certified Scrum Master**

Scrum Alliance

**Certified Six Sigma Green Belt**

Honeywell

## References

“Aaron is an amazing collaborator who brings a wealth of experience, a large toolbox of techniques, and broad perspective to every project. Have a juicy design problem? Grab Aaron, your ideas, some pens and paper, and some space. In a little while you’ll emerge with an actionable solution.”

Mark Buccella

Lead User Experience Architect, bswing

mark@markbuccella.com

“Aaron is one of those 10 or so people that you meet during your lifetime that is truly exceptional. It is challenging to write a brief summary of his skills since his skills are so vast. In short Aaron can take complex business requirements with multiple business partners all wanting a different prioritization of the requirements and he can design a customer interface that is exquisite. I highly recommend Aaron for any task or job to which he applies. Aaron is one of the true greats.”

Jonathan Medin

Director, Westlaw Strategy, Thomson Reuters

jonathan.medin@thomsonreuters.com

“Aaron Cooper’s value lies in his (nearly superhuman multidisciplinary approach to digital communications. He solely embodies the expertise that typically requires four individuals.”

Jeff Coffey

Director of Interactive Strategy, CRC

jeffcoffey@gmail.com

“Aaron is a very talented designer. He is open minded, curious, thoughtful and committed to delivering only the highest quality work.”

Philip Hotchkiss

Owner, Philip Hotchkiss — BigCharts.com founder

“Aaron possesses an invaluable blend of well-developed and continually evolving technical acumen, passion for the creative process, and excellent design sense. As a team member, he is an incredible collaborator, always bringing an intelligent and balanced approach to the toughest of challenges, as well as leading by example.”

John Schneider

Vice President Marketing, Walsh Bishop Associates

“Aaron is a gifted information architect and interaction designer. He absorbs complex information quickly and is a superb problem solver. Aaron possesses an uncommon capacity for consistently creating exceptional user interfaces. It has been a pleasure to work with Aaron.”

Steve Fischer

Director, User Experience , Thomson Reuters

“Aaron is an excellent collaborator and truly values your ideas and opinions. Aside from being very good at what he does, he has a great personality which makes him fun to work with. I would highly recommend both him and his work.”

Glen Bryan

Independent Development Consultant , Thomson Reuters

“Aaron keeps the big picture in mind while instantaneously diving into relevant details and brings to the knowledge, judgment and professionalism. That is a luxury in the relationship of a developer and an architect.”

Tammy Cheng

Java developer, Thomson Reuters