

# Aaron Cooper

Delivering business value through human-centered innovation and design.

## HIGHLIGHTS

**An innovation and design leader and strategist** with deep experience in product design, Customer Experience and enterprise User Experience, Agile processes, marketing and other disciplines.

**An unbiased, active listener, observer and influencer** with proven ability to move teams from understanding to priorities, business cases, Proofs of Concept and efficient, iterative execution.

**A teacher, facilitator and team leader**, with experience building and leading cross-functional teams in research, business case development, design, evaluation and iterative release of experiences.

## PROFESSIONAL EXPERIENCE

### Honeywell

User Experience Director, Functional Transformation \_\_\_ *October 2014 to present*

I lead User Experience (UX) for Functional Transformation of Human Resources, Global Security, Communications and Procurement. My scope includes digital strategy and execution along a full lifecycle of experiences.

#### MANAGING PEOPLE & PROCESSES

- Designed Enterprise-level UX Management Operating System (MOS), redesigning Annual Operating Plan business case development and Project Management processes to deliver project funding, execution
- Built and mentoring a talented team of Researchers, Designers, Status Quo Challengers
- Responsible for enterprise cross-functional Digital Vision definition
- Defined and drove implementation of Interaction Principles, Plain Language Communication standards
- Defined and drove standardization of UX metrics for Customer Effort Score, Usability, Customer Satisfaction
- Lead intake, prioritization, continuous Voice of Customer, innovation workshops and product design

#### RESULTS

- Enabled millions in project funding to increase speed, productivity, cost efficiency, revenue
- Enabled contact center transformation, Knowledge-Centered Service (KCS) and Salesforce implementation, digital self-service utilization, reduced Customer Effort Score, Digital Assistant strategy
- Led UX in end-to-end employee Onboarding redesign to deliver cycle time reduction, reduced employee effort
- Led UX in digital transformation, enabled system rationalization, won CEO award for decreased customer effort

#### SCALING INNOVATION

- Trained 800+ high potentials and leaders in Design Thinking; 9.6/10.0 rating of applicability to daily work
- Led design and implementation of User Experience training, UX self-service portal, internal podcast, workshops
- Leader in development of Honeywell Design Language System, UX Hiring Standards, Digital Workplace definition, Data Visualization Standards and other foundational enablers

## 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, including member self-service touchpoints which included ecommerce, communications and contact center.

- Led research, training and Design Thinking with big focus on digital ecommerce and customer support
- Co-facilitated definition of end-to-end customer experience strategic priorities and human-centered design process
- Collaborated with business, design and development stakeholders to integrate UX within Agile processes
- 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
- Co-facilitated Contact Center research to improve first contact resolution and lower Customer Effort

## 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 legal research, case management, governance risk and compliance products. 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
- Collaborated toward 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 2014*

I partnered 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.

## 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 User Experience Instructor

LUMA Institute

### Certified Scrum Master

Scrum Alliance

### Certified Six Sigma Green Belt

Honeywell

## REFERENCES

“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 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 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 absorbs complex information quickly and is a superb problem solver.

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