

Aaron Cooper

Delivering business value through human-centered design.

HIGHLIGHTS

A Design and Innovation leader and strategist with deep experience in enterprise User Experience, digitalization strategy, product, Agile project and change management.

An unbiased, active listener, observer and influencer with proven ability to understand end-to-end needs and objectives, and move insights into priorities and execution to deliver measurable value.

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

Enterprise User Experience Leader, HR and Aerospace ___ *October 2014 to Present*

I have had multiple roles within Honeywell, leading User Experience for internal Digital Transformation and design of consumer and employee experiences using a holistic view of journey and value stream. I currently lead User Experience research, business case dev, prototyping, design and execution toward measurable results for customers of Honeywell Aerospace, Navigation & Sensors. During my tenure I have enabled embedding of Agile and Scrum processes and have trained over 1,000 people in collaborative use of User Experience and Design Thinking mindset and methods to multiply results.

Prime Therapeutics

Experience Design Leader ___ *January 2013 to October 2014*

I led design of low effort Digital customer experiences across touch points of the pharmacy benefit management lifecycle. Scope included design of e-commerce and digital service options, communications and contact center Voice of Customer. I also supported ideation and hosting of a Customer Experience room to internally amp up customer obsession.

Thomson Reuters – United States & Switzerland

User Experience Manager ___ *November 2008 to January 2013*

I led and contributed to experience design for legal research, governance risk and compliance offerings. Initiatives delivered price premiums and decreased customer effort. I led design using an Agile, iterative research, design and evaluation approach. I co-founded the Global Mobile UX Center of Excellence and co-invented several patented interactions.

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 design and usability research for a new media delivery platform for national TV networks, including Hearst Media and Cox TV. I left Internet Broadcasting due to their headquarters relocation.

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 corporate web and intranet design, email marketing and knowledge management experiences. I sharpened skills in Voice of Customer research, design, development and content strategy. I co-founded "co.Lab," a group dedicated to fostering growth of junior architects and enhancement of the company's Design culture via ideation and exhibits.

Brooks Stevens Design

Designer ___ *April 2000 to June 2002*

I engaged in interactive and print design, development, branding, mail campaigns, prototyping and kiosk design. Products ranged from medical to consumer and industrial, such as a PET scanner touchscreen interface to wearable GPS navigation. Multidisciplinary collaboration enhanced my contextual research, critique and human factors skills.

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 range of clients, from record labels and architects to financial companies and non-profit organizations. Clients 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, grew strategic partnerships and delivered value.

TEACHING EXPERIENCE

Minneapolis College of Art & Design

Adjunct Faculty ___ 2007 TO 2008

I co-taught Understanding Contexts of Internet Communication. Students were challenged via phases of discovery, definition, architecture, visual design and development of non-profit websites. Guiding students through stakeholder management, design and group dynamics during each phase very rewarding.

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

Trained in SAFe® Agile Product Management and Ownership

Scrum Alliance

Certified Six Sigma Green Belt

Honeywell

PATENTS

Synchronizing annotations between printed documents and electronic documents

Issued Sep 6, 2016, US 9,436,665

Navigable Layering Of Viewable Areas For Hierarchical Content

Issued May 21, 2015, US 10,067,651

REFERENCES

“Aaron is one of those 10 or so people that you meet during your lifetime that is truly exceptional. 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

“Aaron's artfulness of conversation, design-thinking mindset, and creative questions which make folks think are a true value to me as a leader. He is willing to challenge the status quo constructively and very much remains focused on user experiences which will drive customer delight and business impact.”

Adam Forbes

Vice President, Global Talent Acquisition Operations & Systems, Honeywell

“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

“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 LLC, Founder BigCharts.com

“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