

AARON COOPER

DESIGN LEADERSHIP FOR NEW BUSINESS VALUE

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I am a user experience, customer experience and innovation leader, grown through experience in roles across industries, regions, customer journeys and design practice areas.

I have worked in agencies and led design teams in highly matrixed global organizations, including legal research, data analytics, healthcare, product development, e-commerce, aerospace and corporate functions.

I advance iterative programs from insights to ideas to implementation. I lead teams in discovery of unmet market and customer needs, business and UX strategy and modeling, ideation, Agile and Scrum ways of working and measurement of results using my full stack of design competencies.

I also offer deep experience with SaaS, PaaS, cyber security, machine learning, autonomy, information architecture and other technology enablers.

EXPERIENCE

Honeywell

Enterprise User Experience Leader | October 2014 – April 2021

- Led UX for Aerospace, collaborating with customers from SpaceX and Pipistrel to Airbus and Boeing on software and hardware offerings that ranged from sensors for autonomy to weather sensing for launch safety
- Led UX for Employee Experience Transformation, HR, Global Security, Communications, Procurement, Digital Transformation for touch points ranging from a conversational virtual assistant to software to enhance decision-making
- Trained over 1,300 employees in Design Thinking, Agile, Scrum, PRFAQ
- Managed \$100M+ UX program portfolio, increased first contact resolution 20% and Customer Effort Score 48% via Knowledge-Centered Service automation, reduced platform cost \$1M+, won CEO UX Award

Prime Therapeutics

Experience Design Leader | January 2013 - October 2014

- Led Digital Customer Experience for Pharmacy Benefit Management, including registration and e-commerce redesign
- Co-led 5-year strategic planning, journey mapping, customer experience room tour to increase employee obsession with customer needs
- 20% Customer Effort Score improvement, 69% usability improvement, slashed task completion time 42%, increased first contact resolution

Thomson Reuters

User Experience Manager | November 2008 - January 2013

- Led UX teams and programs, Innovation, Software Asset Management
- Led programs for Legal, Tax & Accounting, Governance Risk & Compliance
- Promoted to 2-year International assignment in Switzerland, managed UX across regions and businesses, co-founded Global Mobile UX Center of Excellence, co-invented 2 patented interaction design solutions
- 10% software price premium increase, 99.9% user efficiency increase

Minneapolis College of Art & Design

Adjunct Faculty | August 2007 - May 2008

Bswing

Senior Interaction Designer | June 2007 - November 2008

Internet Broadcasting

Senior Interaction Designer | February 2007 - June 2007

CRC Marketing Solutions

Art Director | September 2005 - February 2007

Larsen

Interaction Designer | January 2005 - September 2005

CERTIFICATIONS

UX Instructor

LUMA Institute

Scrum Master

Scrum Alliance

Six Sigma Green Belt

Honeywell

EDUCATION

Concordia University Wisconsin

B.A., Psychology | GPA 3.7/4.0, Magna Cum Laude

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