AARON COOPER

DESIGN LEADERSHIP FOR NEW BUSINESS VALUE

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I am a **design, 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

CVS Health
Executive Director Digital Design | December 2021 – present

- Leading Digital Experience Design for a $100B+ business, focused on advancing omnichannel pharmacy for retail and Specialty patients and customers, providers and clients, melding Design and SAFe practices
- Leading team of 100+ designers, including research and content strategy
- Scope includes design for digital touch points from registration and sign in through account and order management

Optum
Senior Director User Experience | May 2021 – December 2021

- Led User Experience design, crafting experiences to serve people toward better health within a $75B portfolio of digital pharmacy businesses including ecommerce, home delivery, Specialty and Pharmacy Benefit Management
- Grew team of 30 designers, researchers, content writers, accessibility experts

Honeywell
Director User Experience | October 2014 – April 2021

- Led UX for Aerospace Navigation & Sensors, collaborating with SpaceX, Pipistrel, Airbus, Boeing on software and hardware offerings ranging from sensors for autonomous vehicles to weather sensing for space launches
- Led UX for Employee Experience Transformation, HR, Global Security, Communications, Procurement and Digital Transformation, leading strategy and design of chat bots, manager and employee digital touch points
- Trained over 1,300 employees in Design Thinking, Agile, Scrum, PRFAQ
- Managed $100M+ UX program portfolio, improved first contact resolution 20%, Customer Effort Score 48%, reduced platform cost $1M+

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 and contributed to Research and Innovation and Experience Design within Legal, Tax & Accounting, Governance Risk & Compliance businesses
- 2-year International assignment in Switzerland, led UX research and design across regions and businesses, co-founded Mobile UX Center of Excellence
- 10% software price premium increase, 99.9% user efficiency increase

Minneapolis College of Art & Design
Adjunct Faculty | August 2007 - May 2008

CERTIFICATIONS

UX Instructor	Scrum Master	Six Sigma Green Belt
LUMA Institute	Scrum Alliance	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