

AARON COOPER

Maximizing success by leading teams from discovery of needs to measurable value

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

I have a passion for learning and sharing knowledge, via [podcasts](#), [articles](#), teaching and facilitation to increase the confidence of practitioners.

I have led and contributed in agencies and highly matrixed global organizations, including legal practice and accounting management, digital transformation, health care data analytics, aerospace, e-commerce, and retail.

I advance iterative design from insights into peoples' needs to ideation to value. I have deep experience leading teams in Agile and Scrum ways of working using outcome-driven innovation, objectives and key results and other practices.

I also offer deep experience with enterprise Software as a Service, Platform as a Service, cyber security, A.I., Robotics Process Automation design and other technology enablers.

Banner Health

Senior Director, Product Design and Agile | May 2023 – present

Leading teams in strategy and design of an integrated health experience across a range of Jobs to be Done, from scheduling and pre-visit to check-in and condition management. Responsibilities include coaching team members in Agile, Scrum, Outcome-driven Innovation, A.I., and design for our digital workforce.

CVS Health

Executive Director, Product Design | December 2021 – May 2023

- Led a team of 100+ in design of experiences that turned moments across omnichannel journeys into an opportunity to advance health and wellness
- Coached teams in Design Thinking, Agile, and Outcome-driven Innovation
- \$100B+ portfolio, focused on omnichannel, mail order and Specialty pharmacy for retail, and health plan enrollment simplification
- Led team of 100+ product designers, content designers, design researchers
- Led design of COVID test ordering that increased adoption of digital+in-store

Optum

Senior Director, Product Design | May 2021 – December 2021

- Led Design, crafting experiences to serve people toward better health within a \$75B portfolio of digital pharmacy businesses including e-commerce, home delivery, Specialty and Pharmacy Benefit Management
- Coached teams in Agile and Scrum practices
- Grew team of 30 designers, researchers, content writers, accessibility

Honeywell

Director, Product Design | October 2014 – April 2021

- Led Design for Aerospace Navigation & Sensors product strategy, partnering with Pipistrel, Airbus on products from autonomous vehicles to launch support
- Led Design for HR Functional and Digital Transformation, Global Security, Procurement and Communications
- Led Zero to First Revenue and Agile practices, partnering with Offering Management, Design, Engineering, Marketing and Change Management
- Trained 1,300+ employees in Design Thinking, Agile, Scrum, Lean Product
- 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 Experience for Pharmacy Benefit Management
- 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

Manager, Product Design | November 2008 - January 2013

- International assignment in Switzerland, leading Design and innovation for legal practice management solutions, Mobile UX Center of Excellence
- 10% software price premium increase, 99.9% user efficiency increase

CERTIFICATIONS AND EDUCATION

Design Thinking Instructor

LUMA Institute

Scrum Master

Scrum Alliance

Six Sigma

Honeywell

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