



# Aaron Purser

## Contact:

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## Portfolio:

www.aaronpurser.com

I'm passionate about creating digital products that are both functional and engaging. Driven to continuously grow my skill-set and learn new technologies. My blend of creative talent paired with critical thinking is my value as a designer.

## Education:

University of Texas at Arlington  
Bachelor of Fine Arts (B.F.A)  
Visual Communications

## Certifications:

- ▶ Certified SAFe® 4 Agilist

## Tools:

- ▶ Adobe CC Suite
- ▶ InVision
- ▶ Processing
- ▶ Sketch
- ▶ Axure
- ▶ Wordpress

## Front-end dev:

- ▶ HTML5 (fluent)
- ▶ CSS3 (fluent)
- ▶ JavaScript (familiar)
- ▶ PHP (familiar)

## Freelance work:

- ▶ Logos
- ▶ UX consultant
- ▶ Front-end development
- ▶ Environmental design
- ▶ Wedding photography
- ▶ Portraits
- ▶ Art direction
- ▶ Posters

## AT&T

2016 – Present

### UX Designer

As a UX Designer for AT&T I had the opportunity to contribute to the development of several high priority enterprise applications including **Business Center**, **AT&T Collaborate**, and **FirstNet** (an \$80 billion, 25+ year government contract for First Responders across all of the USA).

### Roles:

- ▶ Leverage user research to create wireframes that meet both business requirements and target architecture.
- ▶ Create high fidelity comps and partner with development to ensure quality front-end UI.
- ▶ Design and enhance components that align to a seamless pattern library.

### Deliverables:

- ▶ Wireframes
- ▶ Prototypes
- ▶ Information architecture
- ▶ Research analysis
- ▶ Comps
- ▶ e508 Compliance

## OnMessage

2014 – 2016

### Graphic Designer

Designed an average of 2-6 different projects daily with quick turn deadlines. Clients included **AmerisourceBergen**, a global pharmaceutical corporation on the Forbes top 20 list, **Susan G. Komen** of North Texas, **Transplace**, **Capital Plains Bank**, **Borden Dairy**, and more. Projects used in 16+ countries including ads in USA Today.

### Deliverables:

- ▶ Branding
- ▶ Ads
- ▶ T-shirts
- ▶ Animation
- ▶ Branding
- ▶ Websites
- ▶ Mobile Apps
- ▶ Retouching
- ▶ Infographics
- ▶ Environmental

## SMH Capital

2013 – 2014

### Graphic Designer

Upon promotion from intern to full-time, I took ownership over the design direction in collaboration with the Marketing Director and VP. The highlight was buiding a brand new website start to finish, while meeting strict legal requirements. I created all of the graphic assets as well as leveraging photography I shot in-house.