



Aaron Purser

Contact:

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Portfolio:

www.aaronpurser.com

My mission as a designer is to eliminate the friction between people and technology. My design approach enables me to turn an idea into reality through a creative, iterative process that integrates rigorous prototyping and testing.

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
- ▶ Principle
- ▶ Sketch
- ▶ 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

Home Depot**2018 – Present****Senior UX Designer**

While operating within a two week sprint cadence, my team and I have produced a mobile app from scratch, created guided selling experiences, and enabled users to purchase products that were previously too complex. The scope of my work has spanned from designing in-store experiences by the associate, all the way to customers in their homes, and every step of their journey along the way.

AT&T**2016 – 2018****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:

- ▶ Attend collaborative meetings with stakeholders to define the problem statement, user stories, epics and features.
- ▶ 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
- ▶ Flow diagrams
- ▶ Journey maps
- ▶ Research analysis
- ▶ Comps
- ▶ e508 Accessibility Compliance

OnMessage**2014 – 2016****Graphic Designer****Deliverables:**

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

SMH Capital**2013 – 2014****Graphic Designer**