



AARON REISER

SUMMARY

- 27 years of experience in User-Centered Design.
- Focused on hands-on collaboration, team building and mentoring.
- Produced and directed UX research, UI design, IA, and Creative for various products and platforms, including websites, web apps, native apps, and kiosks.
- Work experience in Banking, B2B, B2C, CPG, Pharma, QSR, Retail and Tourism.
- Passion for creating intuitive, innovative user experiences that inspire users and drive results.

PORTFOLIO

<https://www.reiserdesign.com/>

CONTACT

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I AM HUMAN

<https://www.reiserdesign.com/about>

- Soccer Dad
- Wooden Boat Builder
- Knife Maker
- Photographer
- Sailor

WORK EXPERIENCE

Global Director of Web & Mobile Experience

[Vertiv](#), 2021 – 2023

- Built and manage a global team of 16 digital marketing professionals that supported UX Strategy, UX Research and UI design for Vertiv's customer facing and internal web properties.
- Introduced UX strategy and research processes for quantitative and qualitative usability testing.
- Increased product awareness, sales intent and customer leads through improved digital journeys and personalization.

Director of User Experience

[Abbott Nutrition](#), 2018 – 2021

- Built a multi-tiered UX practice that supported UX Strategy, UX Research, UI design for all product web sites. (Similac, Ensure, Pedialyte, Zone Perfect)
- Introduced on-site eCommerce across brand sites.
- Architected and built a fully integrated cross brand design system.
- Increased acquisition of high value customers within the loyalty program through improved usability and user journey mapping.

VP, Director of User Experience

[Fahlgren Mortine](#), 2013 – 2018

- Built and managed a digital studio that supported UX Research, Information Architecture(IA), and User Interface Design(UI) design.
- Produced Digital campaigns that included Apps, Websites, Kiosks and Marketing material for Tourism, QSR and B2B clients. (McDonalds, Avery Dennison, Cooper Tire, Honda)

Mobile Practice Creative Lead

Resource Interactive, 2009 – 2013

- Built and directed a new mobile practice creative team within Resource.
- Defined a path for educating the company in the craft of mobile experience design.
- Produced digital products for CPG, Retail and Banking clients. (Wendys, Adobe, HP, Kohler, Merrell & Sherwin Williams)

EDUCATION

The School of The Art Institute of Chicago

Masters in Visual Communications, May 2001

Graduate thesis focused on disease awareness and support through immersive,

interactive experiences.

Ohio University

Bachelor of Fine Arts in Visual Communications, June 1997

Focus areas included UI design, Graphic Design, Photography & Journalism

TOOLS & SPECIALIZATION

<https://www.reiserdesign.com/specialization>

Discovery

Unmoderated User Testing
Moderated Interviews
Competitive Assessment
Customer Persona
Customer Journey

Synthesis & Ideation

Use Case
Sitemap
Taxonomies
Storyboard
User Flow Diagram
Wireframe

Design

User Interface Design
Prototypes
Usability Testing
Content Creation

Implementation

Functional Requirements
Content Matrix
Design Systems
QA Testing