

# AARONREISER

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## PORTFOLIO

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

## EDUCATION

May 2001

The School Of The Art Institute Of Chicago, Chicago, IL  
Masters of Visual Communications

June 1997

OHIO UNIVERSITY, Athens, OH  
Bachelor of Fine Arts in Visual Communications

## EXPERIENCE

2019 – Present

Abbott Nutrition, Columbus, OH  
Director of User Experience – As the Director of User Experience at Abbott Nutrition, I am building a UX practice that is supporting all of Abbott's brands, including; Similac, Ensure, Pedialyte, ZonePerfect and many more. One of my biggest goals is to provide a full spectrum of UX capabilities that advocate for the user from beginning to end. As a manager, I take pride in putting my team first and empowering them to do their best, while also feeling fulfilled and excited about what they are doing.  
Abbott: <http://www.abbott.com/>

2018 – 2019

Fusion Alliance, Westerville, OH  
Solution Director, UX/Design – Responsible for managing the Columbus based digital team, as well as working with clients to create informed digital strategies that drive innovative user experiences.  
Fusion Alliance: <http://www.fusionalliance.com/>

2013 – 2018

Fahlgren Mortine, Columbus, OH  
VP, Director of User Experience - Responsible for building and driving the digital studio, including all UX, interactive design and concepting that is produced for our clients and partners.  
Fahlgren Mortine: <http://www.fahlgrenmortine.com/>

2009 – 2013

Resource Interactive, Columbus, OH  
Mobile Practice Creative Lead – Responsible for creating a mobile practice within Resource and define a path for educating the company as a whole in the craft of mobile experience design.  
Resource Interactive: <http://www.resource.com>

2007 – 2009

Northlich, Columbus, OH  
Associate Creative Director/Interactive - Team management, new business strategies, brand strategies information architecture, usability and interface design surrounding our interactive media projects.  
Northlich: <http://www.northlich.com>

2005 – 2007

Blue Diesel, Westerville, OH  
Associate Creative Director - Project and design team management, Information Architecture, Usability Studies, Search Engine Optimization  
Blue Diesel: <http://www.bluediesel.com>

2003 – 2005	<p>CDW, Vernon Hills, IL Senior Internet Designer - Art direction, team management, site architecture and user interface development for Fortune 500 Company. Developed and conducted usability studies during web site redesign. Created information architecture models including wire frames and flowcharts. Designed user interface concepts and developed online demos for testing.</p>
2000	<p>COGNITIVE ARTS, Evanston, IL Interface Designer - Designed interface solutions for online educational and training media. Clients include: JP Morgan Chase, Beth Israel Medical Center, and Columbia University. Cognitive Arts: <a href="http://www.cognitivearts.com">http://www.cognitivearts.com</a></p>
2000	<p>VSA PARTNERS, Chicago, IL Interactive Design Contractor - Worked with internal design team to create and produce multiple visual interface design solutions for the United States Gypsum Corporation web site. VSA Partners: <a href="http://www.vsapartners.com">http://www.vsapartners.com</a></p>
1996 – 1999	<p>ELECTRONIC VISION, Athens, OH Senior Designer - Designed, processed, and programmed multimedia elements used in education. Projects include: NCR, LCI International, and Ohio University's "How to Make Your Movie, An Interactive Film School." Electronic Vision: <a href="http://www.electronicvision.com">http://www.electronicvision.com</a></p>
TEACHING 2007	<p>Columbus College of Art and Design, Columbus, OH Visiting Adjunct Professor - Organized and developed curriculum for Web Design 1, covering web and interactive design theories, processes and strategies. CCAD: <a href="http://www.ccad.edu">http://www.ccad.edu</a></p>
2002	<p>Robert Morris University, Chicago, IL Visiting Professor - Organized and taught media arts class, covering web and interactive design theories and practices. SAIC: <a href="http://robertmorris.edu">http://robertmorris.edu</a></p>
2001-2002	<p>The School of The Art Institute of Chicago, Chicago, IL Teaching Assistane – Worked with SAIC faculty to teach foundation level design classes, covering interactive design. SAIC: <a href="http://www.saic.edu">http://www.saic.edu</a></p>
SKILLS	<p>Digital Strategy, Responsive Web Design (RWD), Mobile web design, Mobile app design, Information architecture (IA), Usability, User Testing, User interface design, Web design, User experience design (UX), Creative direction, Art Direction, SEO, Invision, Protoshare, Photoshop, Dreamweaver, Illustrator, HTML, XML, CSS</p>
ACTIVITIES	<p>Sailing, Kayaking, Cooking, Playing soccer with my kids</p>