

AARON MILLER

VISUAL UX DESIGNER

CONTACT

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EDUCATION

Minneapolis College of Art and Design Minneapolis, MN

Bachelor of Fine Arts in Graphic Design
Finished March 2018

Normandale Community College Bloomington, MN

Completed coursework towards AFA
Finished December, 2014

DESIGN SKILLS

- Responsive Web Design
- Brand / Identity Systems
- Typography
- Publication Design
- UX Design
- App Design
- Poster / Font Design
- Photography / Video Editing
- Web Animation
- Basic Coding

TECH SKILLS

- Figma
- Sketch
- Photoshop
- Illustrator
- InDesign
- After Effects
- Adobe Firefly
- HTML & CSS
- Javascript
- Invision Studio

WORK

Sleep Number - UX Visual Designer

Minneapolis, MN Oct 2019 - Nov 2023

- Spearheaded Sleep Number website design initiatives, fostering cohesive collaboration with cross-functional teams (email, social media, commercial) to ensure unified brand creative.
- Crafted visually compelling content for Sleep Number's landing, sales, product, and learning pages. Developed responsive web page renderings for desktop, tablet, and mobile screens.
- Thrived under tight deadlines, ensuring seamless workflows during high-volume periods. Effectively communicated with project managers and team members to meet project objectives within specified time constraints.
- Addressed diverse design requests using a versatile toolkit of design programs, offering tailored solutions based on technical context.
- Conducted A/B testing on Sleep Number's website in collaboration with marketing and copywriting teams. Strategically guided consumer groups to new design and marketing approaches, optimizing purchase engagement and informing future project initiatives.
- Utilized Sleep Number's extensive design system to build efficient webpage layouts and brand-enhancing imagery. Contributed to the redesign of the system in collaboration with the UX team, ensuring alignment with brand identity and business requirements.
- Managed projects through various development stages, including ideation, creation, reviews by creative and legal teams, and final asset delivery.

space150 - Graphic Design Intern

Minneapolis, MN Jun 2019 - Aug 2019

- Collaborated with designer directors and web developers on the redesign of space150's website. Helped foster strong communication and seamless integration of both design and development efforts.
- Created an animation library with HTML, CSS and Javascript that was implemented across space150's website, elevating the overall visual impact.
- Produced engaging social media campaign content for multiple clients.
- Took the lead in designing web/mobile Sketch prototypes for clients, driving the visualization of innovative concepts.
- Implemented the current design system across outdated assets for clients, ensuring a unified and modern brand representation.

HCL Technologies' Digital & Analytics - UX Design Intern

Dallas, TX May 2018 - Aug 2018

- Trained and designed using Sketch 3, Adobe XD and InVision Studio.
- Operated within established client website design systems and assets, maintaining consistency and adherence to brand guidelines.
- Actively responded to feedback and collaborated with developers through InVision, ensuring design and dev alignment throughout projects.
- Illustrated assets for a national pizza delivery franchise's training program, combining creativity with functional design.
- Ideated, designed, created personas, and prototyped mobile app concepts for a national convenience store client.