

Neil Aalto | Principal Product Designer

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Summary

I believe that true creative genius lies in understanding the intersection of design, technology and human needs. It is through this understanding that I redefine what's possible with beautiful and intuitive, multi-modal, cross platform solutions from end-to-end (brainstorming through implementation).

Experience

PRINCIPAL PRODUCT DESIGNER • ALIGHT — 10/2021 - PRESENT

B2B2C Benefits Platform - Remote. Delivering measurable results by applying my rare blend of interaction design, visual design and prototyping skills to successfully transform and integrate our core product through user-centered design principles – resulting in conversions rising to 51% and core task completion rates to 58% (average) from the low 30's.

- Leading a cross-functional team and individually contributing to consistently deliver work on tight schedules (Agile), while thriving in a fast-paced, highly distributed, loosely structured environment.
- Crafting intuitive and visually appealing designs across our AI chat assistant, web and mobile by applying end-to-end user experience processes and workflows (research, user journeys, goal analysis, wire-framing, visual design and rapid prototyping).
- Fluidly collaborating cross-functionally to create solutions that delight users, elevate our product to new heights and influence the industry while improving the lives of our customers.

STAFF PRODUCT DESIGNER • AON — 04/2018 - 10/2021 (ACQUIRED)

B2B2C Healthcare Marketplace - Remote. Evolved and significantly increased the reach of our core product through an exceptional balance of comprehension and simplification of complex healthcare concepts. Delivered elegant user-centered designs and artifacts, while synchronously meeting the needs of our users within the requirements of business and regulatory compliance.

PRODUCT DESIGN LEAD & CO-FOUNDER • PSM14 — 03/2017 - 04/2018

Enterprise SAAS - Remote. Conceived, designed, prototyped and pitched our innovative AR/XR software for leading Oil & Gas companies. Executed on zero-to-one within the industry's Process Safety Management space. Managed and scaled the design team throughout our pursuit of funding.

SENIOR PRODUCT DESIGNER • DAQRI — 01/2015 - 03/2017

Enterprise SAAS - Sunnyvale, CA. Design hire #1 performing as creative visionary for Daqri's SAAS AR/XR authoring platform & suite of mobile applications (Android, iOS, Linux) within the R&D center. Conceived and designed user-centered solutions that evolved our existing software as well as new spatial computing products. Executed on zero-to-one by transforming user/business goals into intentional and effective design solutions. Mentored and coached an expanding team of multi-disciplined designers across two locations.

USER EXPERIENCE CONSULTANT • A²UX DESIGN — 01/2007 - 01/2015

iOS/Android Applications - Los Angeles, CA. Conceptualized, created and shipped end-to-end user-centered mobile software solutions for start-ups to medium-sized businesses. Owned the full product design/UX life-cycle.

Skills

Discovery · Creative Problem Solving · Design Strategy · Mobile Design · Strategic Initiatives · Rapid Prototyping · User Experience · User Interface Design · Presentations · Design Systems · Leadership/Coaching · User Research · User Flows · Journey Mapping · Sketch, Figma, Adobe CC · Generative AI