



NEIL A. AALTO

Sr. Product Designer with a zeal for great visual design

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I delight, inspire and guide users

towards their goals through thoughtful interaction and disciplined creative execution. I have been passionately doing so for over 12 years.

I build great relationships through excellent written and verbal communication by listening and hearing team members.

I am productive and efficient, helpful and pleasant while fluidly collaborating with others. I love what I do.

I utilize my vast experience in critical problem solving, asking questions and identifying patterns to create intentional and effective pixel-perfect solutions.

I engage my technical prowess to continually expand my knowledge and craft, learning what I may not know, to complete my tasks.

I lead, mentor, coach and motivate with a clear vision. I take charge and I inspire others to reach their full potential.

"Good design is clear thinking, made visible."

~ Tufte

EXPERIENCE

SR. UX PRODUCT DESIGN LEADER

Today - 2018

Aon Health Exchange - Designing a more intuitive and visually appealing Medicare plan shopping and enrollment experience. Creating and enforcing a standardized visual & interaction Design System Library across our responsive web product. Researching user behaviors to increase conversions. Mentoring & coaching a Design/Front-end agile team.

HEAD OF UX & DESIGN / PARTNER

2018 - 2017

PSM14 - Concepted and designed user-centered Augmented Reality software solutions for Fortune 500 clients within the Oil & Gas Industry. Identified problems and executed end-to-end solutions for the industry's Process Safety Management space.

SR. UX ENTERPRISE DESIGNER

2017 - 2015

Daqri, LLC. - Creative visionary for Daqri's SAAS Augmented Reality publishing platform and family of mobile client applications (Android, iOS, Linux?). Responsible for transforming user goals into intentional and effective design solutions. UX Evangelist for our R&D center.

LEAD UX/UI CONSULTANT

2015 - 2007

A²UX Design - Concepted, created and delivered user-centered mobile (iOS & Android) software solutions for start-ups to medium-sized companies. Owned the full product design life-cycle comprised of creative visual, user experience, interaction design and branding services.

USER EXPERIENCE DESIGNER III

2007 - 2006

YAHOO! - Responsible for concepting, creating and communicating new visual approaches to complex design problems that address business, brand, market and user requirements.

SKILLS

DESIGN - Pixel perfect UI via Sketch & Adobe CC Suite. Concept sketching/ideation
Prototyping - Validating via XD, Axure, InVision, JustInMind, ProtoPie; Principle
RESEARCH/TESTING - User behavior insights via FullStory, iPerceptions; Optimizely
FRONT-END - Solid comprehension of CSS, JavaScript, HTML possibilities