

User Experience Designer

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SUMMARY

I'm a UX designer who is inspired by all apps and websites that don't make me need to think. I apply this interest in *ease of use* as a passion to make experiences clearer, easier, and smarter for all design that I work on. I love to collaborate on making a better end-to-end user experience for all, including those needing accessibility support.

SKILLS

Collaboration	User Interviews	Usability Test	Information Architecture	Stakeholder Interviews
Components	Wireframes	User Interface	Design systems	QA environment
Prototypes	Confluence	Figma	Sketch	Jira

RECENT EXPERIENCE

Fidelity, Remote

Senior UX Designer, August 2020 - Present

- + Lead designer & researcher for IoT products at Fidelity, including Apple Watch and CarPlay
- + Updated and added in-depth functionality to the Apple Watch app, resulting in a 40% increase in traffic YoY
- + Collaborator on team of designers who determines and disseminates design system standards across the organization, through figma components, pattern guidance, and general design foundations
- + Created system for accessibility annotation documentation for UX designers to hand off to developers
- + Films, creates, and edits demos for company-wide presentations with advanced prototypes and voice over
- + Teamed with a Principal Designer to redo key pages on the mobile app, the log-in experience, and the mobile check deposit experience using newly created components and token system

Wunderman Thompson + (Creative Agency), Austin, TX

Customer Experience, Oct 2019 - February 2020

- + Provided clarity for a company that contracted WT to understand and repair their yearly 100% churn rate
- + Conducted research with a third party survey/interview platform, and interviewed Stakeholders
- + Reviewed the communication materials and platforms which were client-facing
- + Researched operational/systemic failures, and how that directly contributed to the customers experience
- + Presented 14 journey maps including touchpoint analysis, emotional journey, and recommendations
- + Created quarterly recommendations for changes to positively impact customer retention

Cerity (Provides workers comp insurance), Austin, TX

User Experience Lead, Contract, June 2019 - September 2019

- + Designs directly contributed to 50% increase in users finishing a 12-step form
 - + Achieved 300% increase in purchases of insurance policies
 - + Largely responsible for the 150% increase in the quote-to-purchase ratio
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EDUCATION

Northeastern University: Boston, MA: BA in Communications, Minor in Psychology

General Assembly, 2018: Austin, TX: User Experience Design Immersive, and User Interface