

# AIMEE KNIER

SR. UX DESIGNER

## PROFILE

I'm a results-oriented champion of the user-centered design approach with over a decade of experience designing detailed and informed user experiences across digital media, including mobile, IoT, wearables, and AR/VR. I have had the pleasure to work with Nike, Intel and JELD-WEN, among others. The breadth of my experience spans strategy, ideation, user research, prototyping, visualization, and testing.

## WHY I LOVE MY WORK

I love the confluence of psychology, behavior studies, art, and digital media into one discipline. My current passion is user experience design in emerging digital spaces. Because of my deep background in visual design and front-end development, I am able to bring far more technical and design know-how to each user experience design challenge than is usually achieved, saving my team time, money, and headaches.

I'm looking for dynamic and engaging work that continues to challenge me and push the envelope of what is possible.

## CONTACT

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## SKILLS

### Research

Qualitative research through interviews, discovery workshops and usability testing.

### Interaction Design

Rapid prototyping and user visualization through wireframing, personas, and user flows.

### Visualization

High-fidelity design presentations through visual mockups.

## EXPERIENCE

### Filter Digital

09/2018 - now

#### Sr. UX Designer at Nike

- Interviewed over 30 Prodigy users worldwide to distill user types into persona documentation that could be socialized
- Crafted user journeys and user stories to articulate design challenges
- Worked closely with Global Operations team to prototype, test and refine design concepts for rapid iteration
- Created requirements for sprint tickets and conducted design reviews of completed product features

### Renew Financial

04/2017 - 09/2018

#### Sr. UX Designer

- Designed point-of-sale application that decreased decisioning from 2+days to under 30 minutes
- Presented concepts to CEO, finance, and dev teams to sell business on the ROI of new products to repair gaps in customer experience
- Implemented a user-centered design approach within an agile environment with introduction of 'sprint 0'

### Intel Corporation

04/2015 - 01/2017

#### Sr. UX Designer

- Designed a SmartHome screen-free, interactive learning platform for children
- Prototyped and tested bands and companion app with the Oregon Symphony to design SyncPhony, a gesture-based instrumentation wearable
- Created personas, storyboards, wireframes and scenarios for AR/VR usability testing and prototype headsets
- Authored or co-authored 7 patents for IoT designs and interactions, consumer products, and gestures