

# AARON MORENO

Senior UX Designer | 20+ years crafting user experiences

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LOCATION  
**Nampa, Idaho**

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I am a well versed and capable designer with over two decades of experience as a Product Designer. My design journey has taken me across various industries including Enterprise Software, FinTech, Cyber security and marketing design. Including years of hands on roles working directly with company founders, Executives (CEOs, CMOs, CTOs), engineers, developers, PMs, sales and marketing, support as well as other UI/UX practitioners.

For my next role, I am actively looking for projects and teams that allow for rapid iteration, learning and growth and pushes me to achieve the best possible outcomes. I believe my experiences across various industries using an array of tools, techniques and processes position me well to make an impact on the next team I join.

## EXPERIENCE

### Micron

August 2024 - Present  
Boise, Idaho

#### UX/UI Designer

As a UX/UI designer within the Micron GCM team - I help craft new and exciting experiences for visitors of Micron.com. The site sees significant traffic where users are seeking out product information, online tools and calculators and product documentation tailored towards an array of various use cases across industries where Micron products can be utilized in helping deliver next-gen solutions. Collaborating with business analysts and web developers, we continually develop new designs elevating the Micron brand and showcasing why Micron is a leader in storage and memory solutions.

- Manage, maintain and update the Micron digital design system utilizing Figma to design, test and deliver best-in-class web components to support Micron brand messaging and showcasing product features
- Create High-Fidelity design mockups in Figma to present new design concepts to stakeholders
- Help collect and incorporate feedback from stakeholders on proposed design ideas and concepts
- Collaborate closely with web development team on the design to dev handoff of new website features and layouts
- Owned the re-design effort of the Micron Brand Portal. An internal web based portal for Micron business units and external agencies to access, view and download brand assets for campaigns, events and print collateral

### Authentic8

May 2012 - February 2024  
Redwood City, California

#### Product Designer

Principal product designer for Silo, the secure web research platform. I work directly with PM, Engineering, Marketing. Early on, designed and delivered designs for all company channels (Corporate website, marketing, sales and data sheets, primary product, extensions and features, administration dashboard, Windows and Mac clients, iOS client).

- Lead designer for flagship product. Going from alpha, to beta launch
- Rapid development of features and improvements to meet current demand of 100+ customers and thousands of users. Annual revenue going from \$0 to +\$25 Million
- Wireframe low-fidelity concepts in Figma
- Design hi-fidelity Figma mockups and deliver design assets
- Collaborate closely with engineering team on feature improvements
- Incorporate user feedback on new product features utilizing Figma
- Iteratively improve backend administration interface with a comprehensive design system managed in Figma
- Verified design decision through various methods of internal and external stakeholder feedback

### Xpert Financial

September 2010 - May 2012  
San Mateo, California

#### User Interface Designer

Visual and UI design for Xpert ATS trading platform

- Lead UI designer for web based application for SEC approved Electronic Alternative Trading System (ATS)
- Create UI Mockups and Prototypes of user flows in the trading platform
- Create and manage design specification library and wire frames for engineering used for development implementation
- Task analysis and design of application for specific user groups
- Creative direction and guidance for product marketing
- Supporting role for corporate and business team with marketing and presentation materials including design guidelines, templates and reusable graphic elements.

### IBM

January 2005 - May 2010  
San Jose, California

#### User Interface and Media Designer

IBM DB2 Software Group: User Experience Design. Converted to full time employee upon graduating and completing my 12 month internship. Gained hands on experience with user testing, software designs and development with a small agile team support various DB2 product lines.

- Lead designer for a team of 6 developers for Adobe Flex enterprise data replication application
- Designed and developed new product features outlined in feature specifications from development and product
- Tested and validated features from user testing on key projects
- Observed user testing to gather feedback on interface improvements from customers, partners and advisers
- Created new interface mockups and supporting visuals for iterative, partial and full product updates
- Delivered multiple product demos to product teams for internal and external customer facing environments

## EDUCATION

### Academy of Art University

Bachelor of Fine Arts - Computer Arts: New Media  
San Francisco, California

### Las Positas College

Associate of Arts - Liberal Arts & Sciences  
Livermore, California