



AARON SPRANSY

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EXPERIENCE

Fidelity Investments

Senior UX Designer

Jan 2019–Present

My work has included leading UX initiatives for the Flagship native app as well as fidelity.com. My work spans multiple teams, connecting the dots and being downright obsessed with the customer. This includes design, wireframes, user journeys, user testing, look ahead planning and much more.

EF Go Ahead Tours

UI/UX Designer

July 2016–Jan 2019

I collaborated closely with a multidisciplinary team on the design, prototyping, testing, iteration, and launch of all Go Ahead Tours web experiences. This included solving for a complex set of design challenges that is a 30+ traveler demographic as well as working to achieve business goals and improving customer experience.

Boston Globe

Cross Media Designer-Director

November–April 2015

A highly conceptual designer / art director position developing print and digital experiences for the myriad of Globe brands. This included site and splash page design, email and banner ads.

Motiv

UX Designer

June–Sept 2013 & April 2014

A small agency position doing project-based work for Keurig. Included: UI/UX Design for a new line of coffee brewers, interactive mock-ups, user testing, merchandising, promotional pieces and in-store displays.

Canary Coalmine

Freelance Design & Art

2004–Present

Personal/artistic work focusing on artists, musicians, film makers and independent businesses. Select Clients: USS Constitution Museum, Pinwheel Records, Josh & the JamTones, Polyvinly Records, Of Montreal, The Power of Love, Once Ballroom, Yo La Tengo, Low Cut Connie, WMSE Radio, Vinyl Emergency, Metro Realty, Jesus on the Mainline, Watertown Free Public Library.

Berklee Online

Senior Designer

April–November 2016

As part of a small, spirited creative team I lead the overall design and presentation of all things Berklee Online. This includes initiatives such as web design, digital marketing, print design, branding, email and much more. The position was a superb marriage of my musical and design interests and talents.

McGraw Hill / Sapient Nitro

UI/UX Designer

June–November 2014

Project-based work focused on the complete redesign of all McGraw Hill online platforms. As part of a large team we worked in conjunction with the creative team at Sapient Nitro. The project included UX and UI design, eCommerce, digital branding and as well as presentations to stakeholders.

First Act

Senior Web Designer

June 2011–June 2013

Lead Designer on all web initiatives, including a complete redesign of firstact.com. UI/UX web design, Ecommerce integration, mobile applications, branding, digital advertising, emails, and some CSS and HTML5. I also designed packaging, product and logos.

EDUCATION

UWM University of

Wisconsin-Milwaukee

Bachelors of Fine Art
Graphic Design

Ustertesting.com

Democratization of Research

Self-Moderated User Research
Course (Certified)

NetTuts (net.tutsplus.com)

Online HTML & CSS Courses

Inkblot Academy

Little Friends of Printmaking

Screen Printing Design &
Production Course

PROGRAMS

Figma, Sketch, InVision, Adobe
Creative Suite, Coda, Apple Logic

SKILLS

UX & UI Design
Prototyping
Storyboarding
Wireframing
User Testing

Design Sprint Facilitation
Basic HTML & CSS
Agile Work Environment (JIRA)

Visual Design
Branding / Logo
Illustration
Poster Design

Silk Screening, Oil painting,
Sweet Guitar Riffs



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EXPERIENCE (continued)

TJX (Marshalls)

Web Designer

Oct–Dec 2010

Working as part of the Marshalls Creative Services team I created online advertising, email design, hero image layouts, designs for social media and Flash animations.

Milwaukee Journal Sentinel

Web Designer

2006–2009

My first professional position. As part of an in house team I created online ads, promotions, websites, splash pages, emails for jsonline.com. Included: HTML, CSS, Flash animation, Illustration and logo design.

CONTRACT EXPERIENCE (short-term)

Weber Shandwick

Interactive Designer

May 2016

Digital and print projects for San Pellegrino, Verizon, Maine Lobster and Stealth.

Sapient Nitro

Interactive Designer

February–March 2011

UI/UX design for Sunglasshut.com, including Ray-Ban, Dolce & Gabbana, Vogue and Revo.

Boston Apparel

Interactive Designer

Jan–March 2010

Direct work with VP on conception, design and prototyping of 'JFY SHOP' a boutique online shopping site.

CoachUp

Senior UX Designer

March–May 2016

Production of compelling designs for CoachUp's digital properties including iOS and Android applications, desktop and mobile websites.

Beam Interactive

Interactive Designer

Sept–Oct 2010

Clients: DWS / Deutsche Bank, Merrill Edge, Boost Mobile and Trip Advisor.

Cbt Architects

Designer

February–June 2010

Miami University Project: a interactive Flash piece used for major reconstruction project. Other projects: Redgate Real Estate Advisors, and Green Day 2010.

Pearson Education

Web Designer

November–February 2016

Redesign / rebrand of all Pearson Education websites. Collaboration with product owners and designers on the implementation of new content, UI design, infographics and illustrations.

Partylite Worldwide

Interactive Designer

June–Aug 2010

Redesign of Partylite.com website, promos and email design.

John Hancock

Interactive Designer

Jan 2010

'Health Matters' Video Presentation: an internal, informational video about Health Insurance.

Mad*Pow

Interactive Designer

May–June 2014

Cigna Health Care on a new website that includes response and mobile functionality.