Aaron Moodie
Product Designer

+61 413 668 642
hello@aaronmoodie.com
aaronmoodie.com

Experience

Design Lead, Car Next Door
November 2016 - December 2017

Lead designer across product, marketing, and mobile apps. Responsible for management, design, and development of all new product features. Led planning, management, and implementation of quantitative tests for the marketing site. Led development and documentation of internal style guide. Integral to development of company marketing and branding.

– Member Onboarding
Redesigned onboarding flow for borrowers and car owners. Focused on reducing signup friction and abandoned applications. Worked closely with CTO and engineers on developing requirements. Managed project coordination and reporting.

– Ride Next Door
Worked closely with CEO and engineering to build a prototype mobile app for a new private shuttle service. Designed a complete booking and trip experience from the ground up. Built numerous high fidelity prototypes for user testing. Designed and managed all branding and marketing material for the new effort.

Sr. Product Designer, Etsy
July 2012 - June 2016

Lead designer on a number of teams including shipping, community, onboarding and mobile seller apps. Drove ideation and design exploration within each team. Strong advocate and practitioner of prototyping and user testing. Skilled at leading multiple projects in parallel while maintaining priority, quality and impact.

– Seller Onboarding
Coordinated with multiple product teams to include a seller call-to-action in the global navigation. Redesigned primary seller marketing page, with a focus on internationalisation and foreign markets. Project resulted in a 100% increase in page views, 22% increase in onboarding and a 9% increase in new marketplace sellers.

– Etsy Teams
Redesigned Etsy Teams as a mobile first experience. Worked closely with the research team to test navigation concepts and validate hypothesis. Heavy focus on prototyping and user research.

– Label Purchasing
Redesigned the shipping label purchase experience, which introduced multiple labels per order. As well as being easier to use, the new designs made bulk purchasing possible. The project contributed to a 62% increase of US shipping label purchases within 6 months of launching.

– Package Tracking
With the goal of surfacing shipping information, redesigned buyer receipt and incorporated tracking for multiple package orders. Reduced additional communication between buyers and sellers by increasing shipment visibility for both parties.

– Shipping Notification Emails
Redesigned shipping notifications with the goal of making the emails fun to receive, and encourage buyers to check the status of their package on Etsy. Used prototyping and user testing to gained a better understanding of how buyers interact with shipping related emails, resulting in a higher engagement from customers.

Education

RMIT University
Graduate Certificate CS
Internet and Web Computing
July 2008 – November 2010

Brisbane Institute for Design
Advanced Diploma
Graphic Design
Febuary 1999 – December 2000

Morningside Institute of TAFE
Certificate III
Animation
Febuary 1998 – December 1998

Skills

Communication
Approachable and considerate. Able to express ideas articulately and adjust communication style to the appropriate context.

Graphic Design
Background in publishing and print design, including a number of years running a design studio. Strong typography skills and a dab hand at creating logotypes.

HTML/CSS
Excellent HTML/CSS skills. Always up to date with current trends and new features. Experienced with CSS preprocessors such as SCSS.

JavaScript
Good working knowledge of JavaScript. Regularly used for rapid prototyping as well as building full applications.

Ruby
Go-to language for small system scripts. Have built RESTful web applications using both Sinatra and Ruby On Rails.

Navigation
Rarely disorientated. Excellent at navigating Zelda games.

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Employment History

Product Designer, Contract
February 2018 - Current

Leading UX & UI design for local and international startups, focusing on product planning, wireframes, UI designs, user testing and front-end development.

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Founder / Designer & Developer, People Collective
June 2009 – June 2012

Owned and managed a design studio working across a range of disciplines including graphic design, UI design, web design, art direction, custom typography, illustration, logotypes and event design.

Designer & Developer, Freelance
July 2006 – June 2012

Freelance practice focusing on graphic design, UI design, web design and logotypes. Also contracted by a number of companies including:

– Someones
  Contracted for UI design and front end development on a number of publishing based web applications.

– Qube Konstrukt
  Contracted for graphic design on MTV products and packaging.

– Publicis Digital
  Contracted for UI design on the Tourism Victoria website redesign.

– Furst Media
  Contacted for UI design and development of KSwiss interactive media kit.

Graphic Designer, Sneaker Freaker Magazine
September 2006 – February 2007

Lead designer responsible for the design, art direction and artwork of three issues of the magazine.

Graphic Designer, Hardie Grant Publishing
September 2003 – June 2006

Graphic designer responsible for design, illustration and art direction on a number of publications. Accounts included Mecedes and CPA Australia.

Design / Production Manager, Scene Magazine
August 2003 – December 2003

Lead designer and production manager responsible for design, layout and artworking of the weekly publication.

Graphic Designer, UXB
(formally Hoop Associates)
February 2001 – September 2002

Graphic and web designer responsible for design, illustration and artworking on a number of accounts including BBC, Transport for London and the Refugee Council.

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