

Hello, I'm Aaron.

Over the past seven years I have focused on designing products that help people understand and react to complex information. I specialise in building clean and well-structured interfaces, data-driven prototypes and scalable design systems.

My experience leading a distributed design team has taught me the value in creating a clear product vision, building consensus and developing a robust, candid critique process. Most importantly though, the need to question and learn.

Contact

mail@aaronroot.net
http://aaronroot.net
+61 405689112

Visa

1 Year Working Holiday

Subclass 417 Visa
Started 02 October 2018

Education

BA (Hons) Graphic Media
University of Essex (2:1)
October 2008 – July 2011

Learning

Behavioural Psychology

Understanding what underpins our decisions
Since January 2018

Javascript & React

Creating React components for Framer prototypes
Since June 2018

IXDA Mentoring scheme

Sharing experience and insights with others
Since February 2019

Senior UI Designer – Mobile team (Contract)

Woolworths Group, Sydney. October 2018 - Present

After relocating to Sydney I joined the mobile team at Woolies X. Embedded within a feature squad, I worked on a number of projects from inception through to release. Applying user-centered design principles I helped define key user needs, facilitated ideation sessions and delivered high fidelity designs and prototypes ready for development.

I also instigated a number of initiatives to help define the apps long term design vision. This included team and stakeholder presentations, team hack days and Google design sprints.

Lead UI Designer – Mobile platforms

IG Group, London. September 2016 - September 2018

I joined the team at IG to help redesign the flagship trading platform. My role was to define the visual language and set the UI and interaction design for the platform. This would later become the design direction of IG's other applications and form the basis of the design system.

I was then asked to lead the mobile UI team. Split across London and Krakow, the team was responsible for designing IG's nine iOS, Android, and web mobile apps. I was accountable for the quality and output of the team. Defining design tasks, managing deadlines, critiquing work and mentoring.

A key part of my role was helping develop a product vision for mobile. I facilitated stakeholder and client interviews and collected quantitative trading data. These insights were then used to radically rethink how common user tasks could be performed. After extensive testing, a prototype and release strategy were presented to the board.

Digital Designer

The Group/Addison Group. London, August 2011 - May 2015

At Addison Group my role was to take projects from initial concept through to delivery. Presenting creative outcomes to clients was an important part of the process and helped shape my presentation and narrative skills.