

# AIMEE DANGER

EXPERIENCE DESIGN LEAD / PRINCIPAL UX DESIGNER

## PROFILE

I'm a Portland-based Principal UX Designer with over 10 years of experience designing data-informed digital products for web, mobile, IoT, AR/VR, and wearable tech. The breadth of my experience spans strategy, ideation, user research, prototyping, visualization, and user testing.

In all my work, I incorporate and evangelize the human-centered design process to drive measurable results in usability, user retention, and user satisfaction. My passion lies in demonstrating how equity, accessibility, and universal design principles make a better product for everyone. I have worked with organizations such as Nike, Intel, JELD-WEN, NWEA, and GE on R&D, enterprise tools, and e-commerce platforms. My goal is to work for an organization where my skills, passion, and design leadership can be leveraged to bring people together and make the world a better and more equitable place for us all.

## VOLUNTEERING

Women Who Code - Mentor  
FIRST Tech Robotics League - Head Coach  
Friends of Trees - Crew Leader  
Women In Tech - Mentor  
Portland Public Schools - Career Mentor

## CONTACT

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## SKILLS

### UX Research

Qualitative research through interviews, workshops and usability testing.

### UX Strategy

Designing strategic documentation including JTBD frameworks, personas, and user journeys

### UX Design

Leading design sprints to create prototypes and gather feedback; creating mockups and flows from a design system

## EXPERIENCE

### NWEA

09/2019 - now

#### Experience Design Lead

- Created a testing process for designing new item types in collaboration with psychometricians, content designers, and product development
- Conducted user research to define requirements; redesigned the enterprise item editor tool used by internal and external content creators
- Researched and created student personas that incorporated cognitive and physical development milestones as well as socio-economic demographics
- Lead a team of designers and developers in the creation of the first WCAG-II compliant design system library
- Was selected for and completed the Leadership Academy, a year-long program to develop leadership and mentoring skills in managers
- Designed and implemented an accessibility champions program and empathy lab to democratize an awareness of accessible design and development
- Lead designer on the Shared Services value stream, responsible for strategic design for SSO, product help, community outreach services, and PL
- Mentored junior designers in my value stream to build skillsets and expertise in UX design

### Nike (Contract with Filter Digital)

09/2018 - 09/2019

#### Sr. UX Designer

- Conducted interviews with team members worldwide; created persona documentation for enterprise merchandising tools workflows
- Crafted user journeys and user stories to articulate design opportunities across the merchandising distribution process
- Worked closely with Global Operations team to prototype, test and refine design concepts for rapid iteration in the Assort\Visual and Prodigy tools
- Implemented process improvements such as mandating design review code demos and adding design and usability requirements to tickets

### Renew Financial

04/2017 - 09/2018

#### Sr. UX Designer

- Designed point-of-sale application that decreased decisioning from 2+ days to under 30 minutes
- Introduced the human-centered design process to the existing agile process by creating design sprints (i.e. "sprint 0")