# AARON TERRAZAS

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## STAFF UX PRODUCT DESIGNER

### Transforming Complex Workflows into Intuitive and User-Centered Digital Experiences

Extensive industry experience in B2B / B2C creating and leading user-centered design initiatives for enterprise, fintech, and consumer products using lean UX methodologies. Expertise in UI / UX design, information architecture, accessibility, and prototyping. Worked with brands such as Absolut Vodka, Sam's Club, Walmart, Walgreens, Coors Light, Star Fine Foods, and Sunsweet. Open-minded team leader, always open to feedback. Known for fostering collaboration, problem solving and communication across cross-functional teams and bridging the gap between design and development.

## SKILLS & QUALIFICATIONS

- **Design:** Web, Product, Mobile, E-commerce, Responsive, Style Guides, Design Systems, Interaction, Android, iOS
- **UX:** Research, User Flows, Personas, Information Architecture, Human-Centered Design (HCD), Journey Mapping, Strategy, WCAG 2.1 Accessibility, ADA Compliance (AA), Wireframes, A/B Testing, Content Strategy, UXR Insights, Data Analytics / Visualizations, PowerBI
- **Tools:** Figma, Photoshop, Illustrator, Sketch, Miro, Adobe XD, FigmaJam, Jira, Asana, Confluence
- **Prototyping:** HTML, CSS, PHP, ASP .NET, XML, JavaScript, JQuery

## PROFESSIONAL EXPERIENCE

**HULOOP AUTOMATION**, Hybrid

**Staff Product Designer**                                                        01/2025 – Current

HuLoop specializes in creating, deploying, and managing AI-powered Intelligent Agents that automate repetitive tasks, empowering businesses with scalable, and efficient digital workforces. Staff Product Designer serves a critical role in shaping and leading the vision and execution of HuLoop's product design strategy and user experience.

- Lead, define, and maintain design system, with scalable user experiences across products and features.
- Collaborate with cross-functional teams to create user-centered experiences to establish a shared vision and strategy.
- Conduct user research to inform design decisions.
- Manage weekly stand ups and mentor UX design team.

**THOMSON REUTERS**, Remote

**Senior UX Product Designer**                                                  10/2017 – 09/2024

Thomson Reuters is a global AI and technology company empowering professionals with trusted content and workflow automation. Led all aspects of UX product design for the Risk and Fraud Pondera division, developed product roadmap, refined UX landscape for government software solutions (SaaS) for Unemployment, SNAP, and Healthcare, set benchmarks for ADA compliance and user-centered design.

- Managed end-to-end UX design process using lean UX methodologies, from creating personas, and user flows, to wireframes and high-fidelity prototypes using tools like Figma to test uncertainties and reduce development cycles.
- Established design system, and set UI / UX guidelines for the Pondera product suite serving 2K+ end users nationwide.
- Performed usability / accessibility testing, conducted user interviews, and focus groups.
- Collaborated with development, product team, and data science team to visualize complex data, streamline fraud detection workflows, and enhance decision-making tools to align with project requirements and business goals.
- Designed data analytic tools and dashboards that streamlined decision-making to reduce improper payments and protect program integrity for state agencies.
- Fraud Detect streamlined workflows, reduced administrative tasks, and identified $50 million in overpayments, which led to $18.7 million in recoveries by Medicaid Inspector General, and identified $130 million in duplicate payments.
- Led multiple product design initiatives for California DHCS and EDD that launched to over 700 government professionals in California, serving more than 15.4 million beneficiaries.

**PONDERA SOLUTIONS**, Folsom, CA

**Senior UX Product Designer**                                                    10/2017 – 08/2020
*acquired by Thomson Reuters, 2020 for $124M.*

Fast paced start up utilizing expert machine-learning technology for government programs in Healthcare, SNAP, and Unemployment. Managed UX product design for government software solutions (SaaS) and end-to-end design process through development and product release using UX methodologies, centered around user-centered design.

- Pondera FraudCaster identified $50M in overpayments, supporting Medicaid Inspector General achieving $18.7M in recoveries.
- Re-designed FraudCaster, including various product enhancements and new product features, addressing legacy UX issues, accessibility issues, and enhancing user workflow and experience, and prompting Thomas Reuters acquisition for $124 Million.

**SIGHTBOX STUDIOS**, Folsom, CA

**Director of User Experience**                                                    01/2014 – 10/2017

Oversaw end-to-end product design, managing UI/UX strategy and execution across client projects while mentoring designers and developers.

- Established process guidelines and led weekly product design sprints to drive alignment and efficiency.
- Developed user flows for web applications, mobile apps, motion design, and websites to enhance usability and engagement.
- Built UI / UX team that worked seamlessly with development team, designing and launching products for clients.
- Helped secure clients such as Sunsweet, Intel, GE, Star Fine Foods, and Mercedes Benz.

**DIMENSIONAL FUND ADVISORS**, Austin, TX

**Senior Interactive Designer** - UI / UX Lead                                     01/2012 – 01/2014

Maintained all UI / UX design for public and internal Websites and FinTech (financial services) applications. Partnered with vendors to ensure brand consistency and utilized code and styles from CSS library to deliver consistent user experiences.

- Served as UI / UX project design lead for new Careers and Media portals, generating successful global launches.
- Performed usability / accessibility testing, conducted user interviews, and focus groups.
- Designed and established user experience for first iPad app, allowing advisors to access funds and programs for their clients on a mobile device for the first time.
- Redesigned Account Center application using UX methodologies, creating all new user experience for clients to view their clients, accounts and holdings.

**HARLAND CLARKE / CHECKS IN THE MAIL**, New Braunfels, TX

**UI / UX Web Designer** - Lead (E-Commerce)                          01/2011 – 01/2012

Supported various E-commerce Websites (Walmart, Sam's Clubs, and Costco) and assisted with online marketing and communications efforts.

- Initiated project deliverables and milestones, achieving successful product releases.
- Collaborated with Information Architect to assess website bottlenecks, identifying ways to improve user experience and customer retention by studying Website data and statics.
- Devised solutions, increasing revenue and increasing website traffic by 5%.

# EDUCATION

**San Jose State University, San Jose, CA**
Coursework towards Bachelor of Arts in Creative Arts with a minor in music

# CERTIFICATIONS

**InnovateUS HCD Certificate - Human Centered Design**
By: InnovateUS / Credential ID 8778963627AT
Applied HCD principles to streamline user flows and improve decision-making tools in high-stakes fraud detection systems.

**Evil by Design: Persuasion in UX**
By: LinkedIn
Leveraged persuasive design strategies to improve user engagement for Fraud Detect to streamline workflows, reduced administrative tasks by 20%.

**UX Foundations: Interaction Design**
By: LinkedIn
Incorporated interaction design principles to refine dashboards, ensuring fluid navigation and intuitive interactions for end users.

**JavaScript: Functions**
BY: LinkedIn
Utilized JavaScript knowledge to build interactive prototypes for usability testing, bridging design, and development workflows.

# AWARDS

**Sacramento Region Innovation Awards**
Software category for Fraud Detect


**Silver Addy:** American Advertising Federation
Microsoft Product Alignment Tool