

AARON TERRAZAS

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DESIGN LEADER. UX PRODUCT

Transforming Complex Workflows into Intuitive and User-Centered Digital Experiences

Identified **\$130M in savings** on a fraud detection platform serving **15M+ users** as a design leader with experience spanning hands-on craft and team leadership, building B2B and B2C products across fintech, insurtech, government, and consumer brands. Built design systems from the ground up and led design and development teams for clients including *Walmart, Microsoft, Intel, Cisco, Absolut Vodka, Sam's Club, and Sunsweet*. Known for bridging the gap between design and development and fostering cross-functional collaboration.

SKILLS & QUALIFICATIONS

- **Leadership & Product Strategy:** End-to-End Product Discovery, Information Architecture, Data Visualization, Complex Workflow Optimization, Team Building, Design Ops Strategy, Cross-Functional Alignment.
- **Design Systems Architecture:** Enterprise Design Systems Strategy, Tokenization, LLM-Assisted Component Architecture, Multi-Product Scaling, Product Roadmapping.
- **UX Insights & Analytics:** User Research Strategy, Cognitive Frameworks, Conversational/AI UX Design, Data-Driven Iteration.
- **Regulatory & Compliance:** Human-Centered Design (HCD), WCAG 2.1/2.2 Accessibility Compliance, ADA Standards, Section 508
- **Tools:** Figma, Figma Make, FigJam, ChatGPT, Photoshop, Illustrator, Miro, Jira, Asana, Confluence
- **AI & Development:** Cursor, Claude Code, GitHub Copilot integration, LLM-Assisted Development workflows, Semantic HTML/CSS, Modern JavaScript/jQuery.

PROFESSIONAL EXPERIENCE

ONE INC, Folsom, CA

Senior Product Designer

09/2025 – Current

One Inc is the insurance industry's leading digital payments network. The Senior Product Designer serves in shaping and leading the product design strategy and user experience for One Inc's products, along with mentoring and leading the design team.

- Leading the rebuild and architectural redesign of One Inc's design system, building Unity Web Components (UWC), reducing the gap between design intent and engineering handoff through LLM-assisted development.
- Built and own the UWC rollout roadmap, driving adoption across design, product management, and engineering teams.
- Enabled designers to build functional prototypes directly from Figma using UWC.
- Own end-to-end design for major product initiatives, from discovery through delivery, including consumer-facing payment experiences.
- Mentoring designers and running working sessions on UX design and accessibility.
- Conducting design reviews and usability audits to maintain quality and identify experience gaps.
- Planning and executing user research and usability testing to inform product decisions.
- Producing user flows, wireframes, and high-fidelity prototypes across web and mobile surfaces.

HULOOP AUTOMATION, Auburn, CA

Staff Product Designer

01/2025 – 08/2025

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 served a critical role in shaping and leading HuLoop's product design strategy and user experience.

- Drove a **23% increase in client renewals** and **17% growth in new sales** by redesigning the automation and workflow product suite's UI/UX.

- Led, defined, and maintained the design system, with scalable user experiences across products and features; owned end-to-end design process for product initiatives.
- Defined and executed long-term design strategy aligned with business objectives.
- Collaborated with cross-functional teams to create user-centered experiences and establish a shared vision and strategy.
- Conducted user research to inform design decisions.
- Developed user flows, wireframes, and high-fidelity prototypes.
- Mentored and developed junior designers.

THOMSON REUTERS, Remote

Staff UX Product Designer

08/2020 – 09/2024

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, and refined the UX landscape for government SaaS solutions across Unemployment, SNAP, and Healthcare.

- Identified **\$130M in duplicate payments** and **\$50M in overpayments** through Fraud Detect, leading to **\$18.7M in recoveries by the Medicaid Inspector General**.
- Led multiple product design initiatives for California DHCS and EDD, launched to 700+ government professionals, serving more than 15.4 million beneficiaries.
- Established the design system and set UI/UX guidelines for the Pondera product suite, serving 2K+ end users nationwide.
- Managed end-to-end UX design process using lean UX methodologies, from personas and user flows to wireframes and high-fidelity prototypes, reducing development cycles.
- Collaborated with development, product, and data science teams to visualize complex data, streamline fraud detection workflows, and enhance decision-making tools.
- Designed data analytic tools and dashboards that streamlined decision-making to reduce improper payments and protect program integrity for state agencies.

PONDERA SOLUTIONS, Folsom, CA

Senior UX Product Designer

10/2017 – 07/2020

acquired by Thomson Reuters, 2020 for \$124M.

Fast paced start up utilizing expert machine-learning technology for government programs in Healthcare, SNAP, and Unemployment.

- Pondera FraudCaster identified \$50M in overpayments, supporting Medicaid Inspector General achieving \$18.7M in recoveries.
- **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.
- 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.

- Built and led the UI/UX team, working seamlessly with development to design and launch products for clients; established process guidelines and led weekly product design sprints.
- Developed user flows for web applications, mobile apps, motion design, and websites to enhance usability and engagement.
- 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.
- Designed and established the user experience for the company's first iPad app, giving advisors mobile access to client funds and programs for the first time.
- Redesigned the Account Center application, creating an all-new experience for advisors to view client 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.

- Collaborated with the Information Architect to assess website bottlenecks and improve user experience and customer retention.
- Devised solutions that increased revenue and 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: InnovateUS / Credential ID 8778963627AT

AWARDS

Sacramento Region Innovation Awards: Software category for Fraud Detect**Silver Addy:** American Advertising Federation / Microsoft Product Alignment Tool