Aaron J Cook
Multi-faceted Designer in Columbus, OH

Related Experience

UX Consultant (contract)
OhioHealth
02.2024–08.2024

During this contract, I collaborated with OhioHealthy, OhioHealth's provider-sponsored health plan, conducting interviews with health insurance/benefits brokers and internal sales team stakeholders. By understanding both sides, I was able to highlight gaps and opportunities where the OhioHealthy team could better serve brokers.

Experience Design Lead
mePrism
01.2022–06.2023

As the sole designer, my primary focus was mePrism's data privacy product. I wore many other hats as well, handling branding, communications, and marketing. I conducted design research, created prototypes, and collaborated with engineers to translate designs into digital experiences.

Senior UX Strategist
OhioHealth
01.2020–01.2022

I focused on patient referrals, the OhioHealth website and native app, and patient throughput. To understand the needs of patients, providers, and the healthcare system, I utilized generative and evaluative research techniques. Additionally, I supported the design team by developing user flows, wireframes, and interactive prototypes.

UX Lead
NetJets
11.2018–01.2020

I worked closely with Flight Operations and engineering teams to develop an AI-assisted fleet management enterprise application. I conducted regular observations of flight schedulers, dispatchers, and weather specialists to ensure a user-friendly interface design. Furthermore, I collaborated with aircraft manufacturers and third-parties to define and design user interfaces for the fleet's on board entertainment and cabin control systems.

Creative Director
The Shipyard
09.2016–05.2018

As Creative Director, I was coach & player — overseeing and managing the creative team while also contributing to its creative output. Administratively, I was responsible for new business opportunities, project intake, working with the team to see projects through to completion, department planning, and mentoring team members.

Art Director, Sr. Designer, Designer
Resource Interactive
11.2009–09.2016

I worked with the agency's branded manufacturing and e-commerce clients, primarily. I delivered website and application design for these Fortune 500 brands. In that time, I designed the agency's first ever iPad app for Steelcase, the first ever QSR mobile payment app for Wendy's, and led design teams through years-long re-imagined e-commerce experiences for ToysRUs and Barnes&Noble.

Art Director/Designer
Buchanan&associates
10.2004–02.2007

With this nimble and growing agency, I handled design for the agency's high-demanding and most lucrative clients. For them, I produced product catalogs, print advertising, branding, event booklets and websites. Additionally, I contributed to the agency's web development team by implementing front-end interfaces and back-end systems using HTML, CSS, JavaScript, PHP, and mySQL.

Graduate Student Manager, Designer
Glyphix (Kent State)
08.2002–05.2004

As an undergraduate student, I was invited by the School of Visual Communication Design to participate in its highly-selective work/study opportunity, Glyphix — a studio where students designed and produced real work for real clients. As a graduate student, I managed the team of undergraduate designers under the guidance of the Creative Director.

Education

Master of Arts
Bachelor of Science, Cum Laude
Kent State University
School of Visual Communication Design

Capabilities

Master of Arts
UI Design
UX Design
Visual Design
User Research
Front-End Development

Proficiencies

Figma
Illustrator
Photoshop
InDesign
AfterEffects
Lightroom
Lottie
Framer
VS Code
Blender