

Aaron K. White

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Professional Experience

Lead Experience Designer, Empire Avenue

Feb. 2010 – Present, Denver, CO

- Responsible for owning and driving overall user experience, design and front-end development (XHTML/CSS/JS) for www.empireavenue.com and related web properties.
- Design and Mockup Web UI, landing pages, HTML emails, graphic elements using Adobe CS4.
- Introduce and implement a user centered design process incorporating both quantitative and qualitative user experience research, including A/B testing, site analytics and user surveys.
- Interact daily with Engineers to develop world class web experience utilizing Agile development methodology in a custom PHP/MVC environment.

Web Designer, Sun Microsystems/MySQL

July 2008 – Feb. 2010, Broomfield, CO

- Successfully designed and launched site-wide redesign throughout MySQL.com improving Lead Generation reach, usability and social media integration.
- Worked with marketing stakeholders to design and develop of all MySQL web properties, artwork focusing on usability and Brand Recognition and delivering localized content focused on Geographic specific initiatives.
- Integrated and managed various Social Media platforms; Initiated Twitter strategy for MySQL.com amassing 2500 plus followers in 12 weeks.

Web Analyst, Grant Thornton, LLP

Feb. 2008 - July 2008, Oakbrook Terrace, IL

- Supported the Web Analytic needs of a Grant Thornton, LLP, by utilizing various metric gathering tools to capture data used to drive marketing initiatives and report against established Key Performance Indicators.
- Migrated all Grant Thornton Web Analytics architecture from WebTrends 8 to a combination of Google Analytics and Urchin6 to streamline the overall process; from capture to reporting and to take advantage of industry leading on demand analytics.
- Administered the Inquisite Survey System, focusing on system upgrades, product implementation, survey design and process improvement.

Sr. Desktop Support Analyst, TEK Systems/Bank of America

Nov. 2006 – Dec. 2007, Chicago, IL

- Performed information security audits periodically to ascertain whether users were in compliance with Bank established standards and SEC regulations.
- Communicated with approximately twenty Executive Level Management personnel ensuring their understanding of the Company's IT compliance policies and procedures and educating them on best practices.

IT Analyst, Whole Foods Market, Inc.

Aug. 2005 – Nov. 2006, Chicago IL

- Assisted in deploying Windows 2003 file servers to all regional locations, and trained local IT staff on configuring file storage utilizing remote desktop.
- Implemented a Linux based network and server monitoring system which provided measurable statistics for the region's infrastructure.
- Installed and configured the store network including; cabling, CISCO 2700 series router, servers, PCs, printers, wireless access points, wireless scales and registers.

Web Developer, Sun Microsystems, Inc.

Jan. 2001 – Aug. 2005, Broomfield, CO

- Integrated the Vignette Content Management System (CMS) into the CNS organization of 1000+ individuals, enabling content providers to maintain area specific content.
- Developed multiple web based surveys using PHP & MySQL, which gathered feedback from personnel in the CNS organization and were utilized by the executive staff to measure the effectiveness of communication within the organization.

Languages:

XHTML

CSS(2/3)

Javascript/jQuery

SMARTY

SQL

PHP

XML

Graphic Tools

Adobe Photoshop

Adobe Illustrator

Fireworks

GIMP

Viseo

Operating Systems

UNIX

Linux

Mac OSX

Windows 2003 Server

Windows XP/CE

Solaris 2.x

Software:

Google Analytics

Google Apps

LAMP

MS Office Suite

MS Project 2003

Remedy

Sharepoint 2003/2007

Urchin 6

Vignette

WebTrends 8

Usage 8.0

Education

Bachelors of Science, Computer Science, Regis University, Denver, CO