

# Rachel Aron

## Senior Product Designer

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Senior Product Designer and Information Architect with 10+ years of end-to-end SaaS experience, recognized for high agency and significant cross-functional knowledge. Expert at taking full ownership of complex user journeys and shipping polished, accessible UX, bridging the gap between design and engineering through scalable interaction design and component-based systems. Experienced in designing complex B2B workflows, embedded fintech platforms, and enterprise payroll technology solutions.

## EXPERIENCE

### Senior Product Designer

2025 – 2026

STUDIO DESIGNER · Remote

- Owned the end-to-end design of payroll management and financial workflows, streamlining multi-layered billing, contractor payout structures, and reporting to reduce task completion time by 30%.
- Integrated AI-driven design tools to accelerate the product lifecycle: drafting comprehensive design system documentation and accessibility guidelines, and rapidly prototyping interface layouts for immediate feedback loops and high-velocity iteration with stakeholders (Claude, Codex, Figma AI, Relume, ChatGPT).
- Collaborated with cross-functional teams of 15+ stakeholders including product managers, engineers, and executives to define design direction, resulting in a 40% reduction in design revision cycles. Integrated API
- Built and maintained a comprehensive product Figma library of 200+ reusable components using auto-layout, variables, and modern workflows. Documented in Zeroheight and Storybook as a single source of truth.
- Initiated and led 20+ annual usability sessions with payroll operators and finance teams, translating research data into workflow enhancements that drove a 45% increase in user satisfaction.

### Product Designer

2021 – 2025

VERTEX INC. · Remote

- Spearheaded the design, architecture, and maintenance of a scalable, WCAG-compliant enterprise design system used across multiple product teams, reducing design inconsistencies by 60% and development rework.
- Owned the end-to-end UX process for enterprise fintech, tax compliance, and automated payroll calculation tools, transforming dense financial logic into intuitive, predictable workflows for accounting teams.
- Collaborated directly with frontend engineering teams to align Figma component architecture (nested components, auto-layout, and variables) with modern frontend frameworks and Storybook.
- Authored design system documentation detailing token usage, interaction patterns, and accessibility guidelines, and influenced stakeholders without direct authority to drive adoption and unified design-to-development handoff specifications.
- Ran user research, design sprints, and continuous usability testing with internal consultants to validate feature efficacy prior to release; managed UX roadmaps in Asana and mentored peers in critique.
- Pioneered the “Close the Loop” asynchronous feedback model using video documentation, significantly improving handoff clarity and reducing meeting overhead.

### User Experience Architect

2019 – 2021

TEMEDA · Naperville, Illinois

- Served as the founding designer for the B2B SaaS product within the manufacturing sector, establishing the initial UX vision and design direction, and leading the product’s development from concept to launch.
- Architected and maintained a global design system supporting 4+ distinct product lines, balancing product-specific flexibility with overall brand consistency and reducing front-end development rework by 20%.
- Drove ownership of the digital presence by overhauling the company website and help center, implementing a new information architecture and design, resulting in a 55% reduction in customer support tickets.

- Designed complex financial workflows and interaction design patterns from discovery to launch, ensuring 100% compliance with accessibility standards (WCAG).
- Conducted user research via interviews, A/B testing, analytics tracking, and user tests; created user personas, customer journey maps, and other UX documentation to inform design decisions.
- Developed the company-wide brand style guide, the new company logo, and the email marketing plan, designing lifecycle campaigns that drove measurable improvements in engagement and click-through performance.
- Led and developed UX projects as a multi-hat UX Designer, Information Architect, website and help site manager, marketer, and developer.

## Independent Consulting — Designer & Fullstack Developer

2010 – Present

DOVECOTE, LLC · Remote

- Operates as a consultant for diverse clients, providing end-to-end design and front-end development (HTML/CSS/JS) to ship functional, high-quality web experiences.
- Maintains long-term client partnerships and a 100% project completion rate, consistently earning repeat business through transparent project management and intuitive backend handoffs that empower non-technical clients.
- Conducted deep-dive technical audits to resolve legacy code conflicts, optimize database queries, and improve PageSpeed scores across complex site architectures.
- Developed custom filterable directories and search interfaces from CSV datasets, bridging the gap between complex information science and intuitive user UI.

## FOCUS

Design systems & component libraries · Information architecture · Accessibility (WCAG) · Complex B2B & fintech workflows · Design–engineering handoff

## EDUCATION

**Dominican University** — Oak Park, IL · 2022–2025

M.B.A., Business Administration; M.S., Management Information Systems

**Miami University** — Oxford, OH · 2010–2014

B.S., Engineering; B.A., Psychology

## TECHNICAL SKILLS

**UX / Product Design:** Figma, Adobe Creative Suite, Storybook, Zeroheight, Claude, Codex, ChatGPT

**Research & Data Analytics:** Google Analytics, Python, R, SPSS, SQL, Google BigQuery, PowerBI, Tableau, Looker, Dovetail, Ballpark

**Web Development:** HTML5, CSS3, JavaScript (Angular.js, React.js), Content Management Systems (CMS)

**Database Management:** Git, REST APIs, Webhooks, SQL, JSON, XML

**Project Management:** Asana, Confluence, Jira, Microsoft Office, Mural/Miro, Notion, Salesforce, Scrum, Agile, Aha!

**Communication:** Microsoft Teams, Zoom, Slack, Loom, Discord

## VOLUNTEER

Nature Center Volunteer, Tanglewood Nature Center — Elmira, NY · 2025 – Present

Website and Mechanical Volunteer, Community Cycle Club — Elmira, NY · 2025 – Present

Forest Management, Forest Preserve of DuPage County · 2020 – 2025