



AUBRIE GOONAN

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WORK EXPERIENCE

Oka: The Carbon Insurance Company | Remote UX Design Lead

May 2023 - Present

Served as the lead designer for a innovative insurance concept on a small team. Update and design all digital and print marketing assets, as well as website designs.

The Borrowed Blossom | Founder & CEO

May 2023 - Present

Built and scaled a floral rental company from the ground up, including all brand, digital, print and creative marketing assets.

Neural Magic | Remote UX Lead

December 2022 - May 2023

Worked under the Head of UX on improving and innovating the digital interface of a suite of machine learning products, including building a unified design system from scratch.

RoundFeather | Remote Senior Product Designer

October 2022 - December 2024

Served as the sole lead designer for multiple clients- providing wireframes, visual design & final prototypes based on complex research. Present designs and strategy to high level stakeholders. Design website for the Paven app for Meta employees.

CloudZero | Remote UX Lead

October 2020 - October 2022

Worked cross-team in "Jobs to be done" framework and contributed to "discovery" project phase through final design stage. Design large amounts of complex data to be organized and intuitive.

Goodpath | Cambridge, MA Head of Design

November 2019 - October 2020

Developed styleguide for entire site. Work with product team and CPO to find product market fit based on user research sessions. Supply engineers with pixel-perfect site mocks.

Fidelity Investments | Boston, MA Senior UX Designer

July 2019 - November 2019

Worked with an agile team to improve the performance of finance related interface. Completed course to conduct user research on usertesting.com. Helped create awareness of the importance of design systems. Designed Women in Tech Special Interest Group Logo.

Acquia | Boston, MA Senior UX Designer

August 2017 - July 2019

Created UI library and the brand identity character used in product onboarding. Reimagined information architecture and created cross-product consistency in both UX and UI on complex SaaS products. Redesigned major components of product navigation, onboarding, and interactive content, and created and conducted user tests.

For more design experience beginning in 2013, please see [linkedin.com/in/aubriehanson](https://www.linkedin.com/in/aubriehanson)

SKILLS

- Design thinking & strategy development
 - Wireframing
 - Prototyping
 - User testing
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- Color theory
 - Drawing & sketching
 - Branding
 - Typography
 - Illustration
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- Axure
 - Figma & Sketch
 - Invision
 - Jira
 - Basic HTML & CSS
 - Microsoft Office Suite

EDUCATION

Rhode Island School of Design | Providence, RI
BFA Graphic Design
December 2013

Salve Regina University
Newport, RI
Business Minor
September 2009 - May 2011