





# Aaron Sagray

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With a diverse, non-traditional career and fifteen years of experience in UX/interaction, product and strategic disciplines, I've had the opportunity to work for both high-profile companies and small startups, and across Consumer, Enterprise SaaS, Mobile, Internet of things, TV/Connected Home and more.

My goal has always been to work with smart teams to deliver delightful products. Design is about people, and I believe design can make a dramatic strategic impact for both corporate profitability and fulfilling customers' unmet needs. To that end, I collaborate with leaders throughout the organization — championing the value of design vision, product strategy and execution.

Let's build awesome things together!

## Experience

### Product Design

#### ACME Technologies March 2016 to Present

ACME is a SaaS event and membership services platform which allows venues with reoccurring visitors to sell tickets, manage events, memberships, resources and resellers. The highly-configurable platform has many touchpoints – consumer web, point of sale, access control and back office management. Customers include MoMa, New Museum, Red & White Fleet and others.

- Brought in tactics to scale design process and delivery.
- Collaborates with customers, client services, product management & engineering to deliver a high quality product.

### Director of Product Design

#### mPATH August 2013 to March 2016

mPath is a native, mobile-first application lifecycle platform. Business professionals can create or modify productivity apps (like CRM, Projects, Inventory and Asset Management) in a matter of minutes, then instantly distribute them to their teams – all without coding.

First employee and UX team lead. I collaborated on the product vision, user experience, product roadmap and go to market strategy. I wore many hats in this role – driving design execution, customer discovery, UX research, team building, recruiting and marketing communications. I also assisted with business development, analyst relationships, investor meetings and board updates.

- Defined product vision and design “North Star”.
- Created product flows and created wireframes, prototypes, visual design and animations.
- Hired, lead and mentored team.
- Worked with executives and product owner to define and prioritize features in the product roadmap.
- Built relationships with board, investors and early customers.
- Collaborated with customers to arrange qualitative research opportunities.
- Collaborated with engineering to deliver and refine a high-quality product. Contributed to iOS and front-end codebase.
- Arranged for acquisition of the team by ACME Technologies before company operations were suspended.

## Skills

Team Leadership and Recruiting  
Design Process  
Product Management  
Customer Discovery  
Relationship-Building (Prospects, Customers, Investors)  
Wireframing & Prototyping  
Application Flows & Specifications  
Styleguides  
Visual Design  
A/B Testing  
Usability Testing  
Competitive Analysis  
Marketing Communications  
Direct Response  
Tutorials & Documentation

## Software

Adobe Creative Suite  
Sketch  
Pixate  
iOS Adaptivity  
Android  
Responsive Web  
Origami (Limited)  
Axure RP  
HTML and CSS3  
SCSS and LESS  
jQuery (Limited)  
XCode (Limited)  
Git  
Final Cut Pro (Limited)

## Product Design Lead

### **Urban Airship (via Tello)    December 2012 to August 2013**

Responsible for product design, writing, front-end markup and some marketing on PassTools and Urban Airship Wallet Studio.

- Collaborated on product roadmap and go to market strategy with GM of Digital Wallet.
- Partnered with Google and Alaska Airlines to integrate a pre-release version of Google Wallet and launch a partner customer in time for Google I/O 2013.
- In just two months — completely redesigned and rebuilt PassTools to become Wallet Studio. Wallet Studio features the first drag and drop template builder for both Google Wallet and Apple Passbook.
- Designed flows, wireframes, visuals and contributed to front-end codebase.

## Design Director

### **Tello / PassTools    June 2012 to December 2012**

Responsible for all product design and much of the writing, marketing and front-end markup for both the Tello Mobile feedback application and the PassTools application.

- In just 1.5 months — designed, built and launched PassTools: the first visual design-time tool and enterprise-scale API for Apple Passbook.
- Acquired four months later by Urban Airship (December 2012).

## Creative Director

### **Rauxa (via ThoughtMatrix)    October 2009 to June 2012**

First designer, brought on to start an agency-caliber creative services practice at this established application development firm. Projects include web applications, mobile applications, content management implementations and strategic marketing for Fortune 1000 clients.

- Led, mentored and recruited key members of our growing creative team.
- Collaborated with account and project managers to deliver a great client experience, which resulted in repeat business.
- Championed new design process, based on Lean Agile, which reduced time to ship.
- Developed new relationships with clients and created new proposal processes, which resulted in more agency wins. Suggested new initiatives to clients, resulting in more reoccurring revenue.
- Stepped into other roles, such as project management and front-end development, when team was resource-constrained.

## Founder

### **Feverish    June 2001 to October 2009**

Started freelancing — and ultimately built a boutique agency to provide user-centered design solutions and marketing strategy.

- Built lasting relationships with both larger partner agencies and organically-acquired clients.
- Drove profitability by adopting the “virtual agency” business model and using trusted contractors and remote development teams.
- Developed a broad range of skills including business development and client relationship management, vendor management, front-end scripting and SEO.

## Creative Director

### **Tager Group    March 2002 to June 2005**

Led creative team and contractors to develop integrated marketing projects spanning many mediums, including event branding, DVD design, user experience, radio, print collateral and website design.

- Created consistent and intuitive user experience for a “before its time” television and web-based home automation system.
- Conceived and executed successful brand for the inaugural Literacy Classic football game in four months. Sold out San Jose State University stadium for first time in 10 years.
- Developed DVD sales tool resulting in a significant increase in sponsorships for the Cinequest film festival.

## Art Director

### **Catapult Direct    2000 to June 2001**

Responsible for Art Direction and design of direct mail, dimensional mailers, and websites. Led small teams to concept and design strategically-focused marketing materials.

## Jr. Designer to Art Director

### **marchFIRST (via USWeb/CKS, via CKS)    1998 to 2000**

Design and Art Direction for long-term, motion graphics, web, print and other on-screen projects. Member of teams of 3 to 18 designers and developers to create projects for Fortune 500 clients.

- Worked with senior team to design logitech.com. Winner of the One Show Interactive Design Merit award. Client requested that I assume role of Art Director. Led team in further enhancement of the site.
- Created application-specific motion graphics in In-Store Demo CD-ROMs for Apple. Developed a new process to complete localization and internationalization of demos several weeks faster.

## Education

### Graduate Course Work

**Entrepreneurship MBA Program at University of Colorado    2005    Trueblood Scholarship**

### Bachelor of Science

**Applied Art & Design at California Polytechnic    1997    President’s List & Dean’s List**