AARON ENGEL

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PROFESSIONAL SUMMARY

Senior Product Designer specializing in health, data, and behavior-change products, with experience taking products from concept through launch and optimization. Built and launched Fittra Wellness, a live iOS and Android wellness app. Previously contributed to large-scale digital products at Nationwide and Abbott Nutrition, including a reporting redesign that reduced related call-center volume by 30%. Clinical counseling experience informs my approach to motivation, trust, and behavior change.

CORE COMPETENCIES

Product Design: Product Strategy • 0-to-1 Products • UX/UI • Interaction Design • Design Systems
Research & Optimization: User Research • Behavioral Design • Experimentation • Product Analytics • Accessibility
Technical: Figma • HTML/CSS • JavaScript • TypeScript • Angular • Design-to-Code • AI-Assisted Development
Collaboration: Product • Engineering • Agile Delivery • Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

Senior Product Designer / Consultant
Jan 2021 – Present

Fittra Wellness
May 2025 – Present

Live on the App Store and Google Play | fittrawellness.com

- Architected and launched a cross-platform, AI-driven wellness application for iOS and Android. Led research and was the only designer after the team-built proof of concept.
- Directed a 35-participant study on why people keep or quit wellness habits and led result synthesis.
- Instrumented behavioral user funnels and product analytics to identify a 77% onboarding drop-off, leveraging data to diagnose friction points caused by an upfront monetization paywall.
- Traced 38% of setup abandonment to a single screen and removed it.
- Built a tokenized Figma component library shared between design and code, meeting WCAG 2.1 AA.

COCA Provider Directory
Jan 2021 – Apr 2021

Healthcare nonprofit

- Replaced a static Word document with a searchable provider directory informed by research with people who had recently searched for a therapist, contributing to a 400%+ increase in site traffic after launch.
- Achieved 89% task completion in usability testing.
- Led UX research and translated insights into product strategy, wireframes, and prototypes.
- Met WCAG 2.1 AA accessibility standards.

Selected Independent Projects
June 2021 – May 2025

- Website design for a creative agency (NDA).
- Provided contract UX design support to a leading AI research organization on healthcare-related initiatives (NDA).
- Redesigned multiple public-facing websites for independent businesses, increasing combined revenue by more than $400K over four years.

Cardinal Point Counseling
Jun 2021 – Mar 2025

Licensed Professional Counselor (LPC) and Licensed Professional Clinical Counselor (LPCC)

- Built a clinical practice centered on motivation, trust, behavior change, and decision-making. That experience continues to shape how I approach research, product strategy, and the design of behavior-change experiences.

Graduate Study
Oct 2018 – May 2021

MS, Clinical Mental Health Counseling, Capella University

Nationwide Financial
Oct 2014 – Sept 2018

Business Lead (Product Consultant)

- Drove the strategic UX direction and information architecture for a high-complexity financial reporting redesign, delivering data-visualization models a reported 30% drop in related help desk calls.
- Led cross-functional product delivery across UX, engineering, QA, and business stakeholders, translating user and business needs into product direction, reviewing solutions, and guiding work through validation and release.
- Influenced UX strategy and product direction across enterprise initiatives totaling $23M+, contributing to platform modernization, system scalability, and improved end-to-end user experience.

Abbott Nutrition
Oct 2008 – Sept 2014

UX/UI Architect, Consultant

- Enhanced global inventory visibility and decision-making by designing the “Retail Shelf” platform, simplifying complex operational data through intuitive data visualization and user workflows.
- Increased system scalability and long-term maintainability by leading the migration of a legacy platform to Salesforce (SaaS), modernizing product architecture and user experience design.
- Accelerated product iteration and stakeholder alignment by introducing rapid prototyping workflows and collaborating with subject matter experts to refine requirements and validate solutions.
- Directed an offshore engineering team (8 developers), driving alignment, integrating design feedback, and ensuring seamless cross-functional delivery.

Early Career

Remedi Senior Care (formerly Artromick APG), BMW Financial Services, Capgemini (formerly Sogeti), HMB

- UX and systems roles, including healthcare automation UX and a custom imaging system that saved $600K+ annually.

EDUCATION & CERTIFICATIONS

Post-Graduate Certificate, UX/UI Design for Data-Driven Applications | University of Texas McCombs School of Business
Master of Science, Clinical Mental Health Counseling | Capella University
Bachelor of Arts, Management Information Systems | Miami University