

AARON ENGEL

Senior Product Designer | <https://aaronengelpportfolio.com>

Professional Summary

Senior Product Designer specializing in 0–1 product development, growth optimization, and data-informed UX strategy. Drives measurable outcomes across engagement, revenue, and user experience, including 25%+ engagement growth, \$200K+ revenue impact, and a 30% reduction in support volume. Combines behavioral insight and product analytics to translate complex data into intuitive, high-impact experiences that improve activation, retention, and user trust. Leads cross-functional teams through ambiguity to deliver scalable solutions across web, mobile, and enterprise environments.

Core Skills

Product & UX Strategy: Product Design • UX Strategy • 0–1 Product Development • Growth Optimization & Conversion

User Experience & Research: UX Research • Behavioral Product Design • Information Architecture • Accessibility

Design & Systems: Interaction Design • Design Systems & Governance • Cross-Platform UX

Collaboration & Delivery: Design–Engineering Collaboration • Experimentation (A/B Testing) • Agile Workflows

Tools: Figma (Variables, Auto Layout, Components, Prototyping) • Design Systems • Jira • Builder.io • Product Analytics • AI-Assisted Design & Development Workflows

Frontend: HTML/CSS/Javascript, React, Typescript, Design-to-code workflows, Accessibility (WCAG), AI-assisted development tools

Experience

Cardinal Point Marketing

Senior Product Designer | 2021 – Present

- Drove product and UX strategy across engagements, enabling 0–1 product launches, growth optimization, and data-informed decision-making in ambiguous environments
- Founded and launched a cross-platform (iOS & Android) wellness product, translating complex health data into intuitive experiences that drive engagement and behavior change
- Increased user engagement by 25%+ by leading UX research and translating insights into product strategy, wireframes, and prototypes
- Led 20+ A/B and multivariate tests across onboarding and engagement flows, defining hypotheses, measuring outcomes, and optimizing user behavior
- Generated \$200K+ in revenue impact by delivering UX solutions that improved conversion and aligned user needs with business goals
- Facilitated cross-functional alignment with product and engineering, translating user needs, behavioral insights, and business goals into clear priorities and execution
- Designed UX for an AI-driven mental health product (NDA), improving trust, guidance, and behavior-driven interaction patterns in a healthcare context

Cardinal Point Counseling

Licensed Professional Clinical Counselor | 2021 – 2025

- Applied behavioral science in trust, motivation, and decision-making to inform UX strategy in health and behavior-change contexts
 - Translated counseling insight into product experiences that improve clarity, engagement, and user trust
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Nationwide Financial

Business Lead (Product Consultant) | 2014 – 2018

- Reduced reporting-related call center volume by 30% by leading a UX redesign, improving usability, information architecture, and data visualization in a complex financial reporting system

- Improved clarity and usability across multiple user groups by standardizing UX patterns, workflows, and design consistency for advisors, administrators, and participants
- Led cross-functional product delivery across engineering, QA, UX, and business stakeholders from requirements definition and user needs analysis through testing, 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

UX/UI Architect | Consultant | 2008 – 2014

- 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
- Accelerated product iteration and stakeholder alignment by introducing rapid prototyping workflows and collaborating with subject matter experts to refine requirements and validate solutions
- Strengthened inventory reliability and operational consistency across global markets by optimizing how inventory data was structured and utilized, ensuring more consistent product availability
- Directed an offshore engineering team (8 developers), driving alignment, integrating technical feedback, and ensuring seamless cross-functional delivery

Selected Product Work

Fittra Wellness – Mobile App | Founder / Product Designer | 2015–Present

- Built and launched a cross-platform AI wellness application integrating Apple Health and Health Connect to transform biometric data into actionable behavioral guidance
- Owned product strategy, UX, interaction design, onboarding, experimentation, analytics, and go-to-market execution from concept through release
- Optimized application performance from ~14-second response times to near real-time interactions through product instrumentation
- Integrated Apple Health + Health Connect to unify fragmented data

Central Ohio Counseling Association – Provider Directory | Product Designer | 2021

- Validated solutions through research and usability testing
- Led end-to-end redesign of provider search, improving IA, filtering, and flows
- Delivered a scalable system contributing to 400%+ traffic growth

Education and Certifications

Bachelor of Arts — Management Information Systems, Miami University

Master of Science — Clinical Mental Health Counseling, Capella University

Post-Graduate Certificate — UX/UI Design for Data-Driven Applications, University of Texas McCombs School of Business

10+ UX Certifications, including Advanced Figma Design Systems (Udemy)