

AARON CLAYTON

User Experience Professional

CONTACT

813.546.4473
aaron@aaronmclayton.com

1701 Vine Brook Road
Wylie TX 75098
United States

EDUCATION

Bachelor of Arts in Music,
Florida College

SKILLS

Agile Methodology

Design with Adobe Photoshop/
XD/Figma/Sketch/Framer

Marketing Automation & CRMs

Landing Page Creation &
Optimization

Strategic Planning & Persona
Modeling

Team Leadership

User interaction and behavior
analysis (human centered
approach)

Qualitative and Quantitative
Research

CMS Integration (CraftCMS,
ExpressionEngine, Statamic,
Wordpress)

Development Workflow (CI/CD
Pipelines and Deployment)

Email Marketing and
Implementation

Performance Testing and
Optimization

U.S. Government Top Secret
Clearance

WORK EXPERIENCE

**Agile Manager, UX/UI, L3Harris Technologies, Inc., Greenville, TX
2020 — Present**

Culture and Leadership

- Established the culture and process of UX to the organization. The process was a lean and iterative UX process in order to maintain quality of design, which included mood boards, experience workflows, and prototypes for more efficient workflow and greater customer feedback in an agile format.
- Hired several user experience designers and engineers to build out the vision, and provide more visibility in the organization for future projects.

Technical Expertise

- Standardized design was developed and documented to work across engineers and stockholders alike.
- Created a component/pattern library for use across all organization applications based on the latest and secure web technologies.

**UX & Marketing Consultant, Micropac, Inc., Garland, TX
2018—Present**

Marketing and technical expertise

- Defined a new user experience for based on brand, market and sales strategies. This included product hierarchy, detailed personas from customer feedback, user flow from page to product, SEO definitions and strategies, and CTAs with form conversion.
- Planned and conceived email automation and nurturing funnel campaign for potential buyers.
- Created a new website to fit with new experience flow and personas. Chose content management system to give control to client, and honoring user experience. Implemented process for content approvals to improve efficiency.
- Built vision using chosen content management system, front-end and back-end technologies, engineered all templates, integrations and server deployments. New website launch increased total traffic by an average of 20% year over year. Lead conversion from website rose 300%.

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UX/UI Manager, Laser Spine Institute, Tampa, FL — 2012—2017

Strategy and Leadership

- Responsible for maintaining strategy and implementation of all digital properties with streamlined internal processes for better efficiency across multiple marketing channels.
- Crafted developmental strategy introducing sprints, agile, and continuous deployment for more efficient turnaround of projects. Release notes were distributed to other senior level management for more insight and transparency.
- Implemented a physical Kanban board with daily stand-ups to provide more visibility across the organization into stories/tasks mirrored in GitHub. This led to a continuous release cycle each week.
- Created and implemented A/B tests to optimize page for conversion. In each case, test new options proved successful by indicating quality leads were more likely to commit to surgery more quickly, and follow through with that surgery by at least 25%.

Achievements

- Piloted a complete overhaul of main website and seven satellite/micro sites. Identified current bottlenecks, determined pathways to user conversion while using persona data to create user interaction and flow behavior analysis. Conducted multiple customer interviews to obtain qualitative research into the patient process, lead to quality lead optimization and lead to surgery trends. Directed each phase of project, including persona generation, discoveries (creative, marketing and technical), user interaction analysis and implementation, choosing a new CMS, technical execution strategy, as well as wireframes and mockups. Created a pattern library to deliver to engineers for smooth transition.
- Created structure of front-end design, as well as strategies for increasing conversion organically across multiple online properties which included email marketing (lead generating and re-marketing), SEM campaigns, and organic SEO. Increased lead to quality lead conversion by 75% in organic forms, and an average of 50% on SEM with various keywords.
- Lead marketing initiative implementing and strategizing for multiple marketing automation platforms. Set up over 300 responsive, high resolution ready email templates, 200 email campaigns and over 500 customized segments to reach a database of nearly 2 million potential, current and past patients. Re-marketing conversion increased 250% after implementation.
- Lead the team in a concept to creation custom application design and implementation creating a social network that served as the brand ambassador program. This was split up into three phases of Discovery, Design and Implementation. Lead the team in all three, while assisting in implementation of Design and Implementation phases.
- Won top award in company in 2014. 15 out of 1500 employees won this award each year. Also won the company wide quarterly award in 2013 and 2015 respectively.