Ariel Swift UX/Digital Product Designer

🌐 arielswiftdesign.com   💼 linkedin.com/in/ariel-swift   ✉ ariel.k.swift@gmail.com   📞 937-903-5387   📍 Columbus, OH

EDUCATION

University of Cincinnati

Bachelor of Science: Graphic Communication Design with a Human-Computer Interaction Focus

SKILLS

- User-Centered & Human-Centered Design Principles
- Lean UX (Rapid Prototyping & Iterative Design)
- Wireframing
- Web & Mobile Responsive Product Design
- UX Research Methods, Planning & Synthesis
- Usability Testing
- Heuristic Evaluation & Audit
- User Journeys, Personas & Scenario Mapping
- Information Architecture
- Data Visualization Design
- Complex Data & Large-Scale Systems Analysis
- Design System Management
- WCAG Compliance
- Cross-Functional Collaboration
- Agile Methodology
- Product Strategy & Roadmapping
- Design Project Management
- Human Factors Principles

SOFTWARE

Figma, Sketch, UXPin, Adobe CC (XD, Illustrator, InDesign) Miro, Jira, Confluence, Sharepoint, GitHub, Maze, Knapsack, functional knowledge of HTML/CSS/Javascript languages

EXPERIENCE

G2O • Senior UX Designer
Oct 2023 - Present

- Conducted heuristic, accessibility, and UI audits for a $5B B2B enterprise, evaluating a 20-app SaaS ecosystem. Uncovered critical UX gaps, directly influencing a $1M+ contract for a 1.5-year UX transformation initiative.

- Transformed product components, patterns, and documentation while embedding accessibility standards, playing a pivotal role in building a scalable design system from the ground up—driving adoption across a team of 40+ designers and developers.

- Delivered an end-to-end web and mobile-responsive government site prototype, streamlining information architecture, aligning with existing UI guidelines, and validating designs through agile sprints.

US Positronix (pre-seed startup) • Digital Product Design Contractor
Jun 2024 - Present (part-time)

- Spearheading the interaction and visual design of a 0>1 AI-driven robotic control system and data optimization interface, enabling automation of manufacturing and logistics utilizing a patent-pending technology.

Mile Two • UX/UI Designer
Sep 2020 - Oct 2023 - TS Clearance Active Until Sept 2025

- Championed user-centered design principles across multiple Air Force Research Lab cyber initiatives, demonstrating the strategic value of UX, leading to the establishment of a dedicated design team.

- Directed the design of an air war operations and complex data visualization tool, collaborating with mission planning SMEs through iterative design cycles. Successfully secured Phase II funding to advance development.

- Led usability testing with the 911th Operations Support Squadron, translating insights into actionable improvements that drove a $750K+ funding allocation for a major software design architecture overhaul.

- Analyzed design requirements and constraints to create a data collection MVP UI for training machine learning models, establishing the data preparation groundwork for an advanced cyber defense AI software.

Live Well Collaborative • UX/UI Design Fellow & Project Lead
Aug 2018 - May 2020

- Collaborated with leading healthcare institutions, including Cincinnati Children's Hospital, GE Healthcare, and UC Health, leveraging qualitative and quantitative research methods to design services and digital experiences focused on patient satisfaction, wellness, and health.