

Ariel Swift UX/Digital Product Designer

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*Open to Relocating to San Francisco

EDUCATION

University of Cincinnati

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

SKILLS

- User-centered & Human-centered Design Principles
- Rapid Prototyping / Iterative Design (Web & Mobile)
- Wireframing
- Usability Testing
- In-depth Research Interviews
- Research Planning & Synthesis
- Cross-functional & Stakeholder Collaboration
- Design Project Management
- Information Architecture
- Data Visualization
- Responsive Design
- Design System Management
- User Journeys & Personas
- Scenario Mapping
- Heuristic Evaluation
- UI Audit
- WCAG Compliance & Audit
- Agile Methodology
- Conceptual Modeling
- Strategic Thinking
- 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

- Led heuristic, accessibility, and UI audits for a \$5B global corporation. Evaluated a 20-app SaaS site and design system, identifying critical gaps and securing design leadership of a 1+ year UX enhancements contract.
- Redesigned and refined software components, patterns, and features to enhance usability and functionality. Established a scalable design system platform with detailed documentation, technical specs, and accessibility standards, ensuring consistent adoption by 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 Experience Product Designer

Jun 2024 - Present

- Spearheading the design of a 0>1 AI-driven robotic control system and data optimization interface, enabling automation in 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 Air Force Research Lab cyber initiatives, demonstrating the value of UX in innovation and development, resulting in the establishment of a dedicated design team.
- Directed the design of an AI-based air war operations and data visualization tool, collaborating with mission planning SMEs through iterative design cycles to deliver refined work models and high-fidelity prototypes.
- Led usability testing and user interviews for a data coordination software to evaluate efficiency and value. Synthesized findings into actionable insights, securing funding for a major architectural overhaul.
- Orchestrated the analysis of design requirements and constraints to create a data collection MVP UI for training machine learning models, establishing the 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.