

Ariel Swift UX Designer

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EDUCATION

University of Cincinnati

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

SKILLS

- Human-Centered Design Principles
- Lean UX (Rapid Prototyping & Iterative Design)
- End-to-End Process
- Annotated Wireframing
- Responsive Design
- UX Research Methods, Planning & Synthesis
- Usability Testing
- Heuristic Evaluation & Audit
- User Journeys, Personas, Flows & Empathy Mapping
- Information Architecture
- Data Visualization Design
- Complex Data & Large-Scale Systems Analysis
- Design Systems
- Design Documentation
- Web Accessibility Compliance
- Cross-Functional Collaboration
- Agile Methodology
- Product Strategy Roadmapping
- Stakeholder Communication
- Project Management

SOFTWARE

Figma, FigJam, Sketch, Adobe (XD, Illustrator, InDesign) Miro, Jira, Confluence, GitHub SharePoint, functional knowledge of HTML/CSS/JavaScript, workflow optimization AI tools

EXPERIENCE

G2O • Senior UX Designer

Oct 2023 - May 2025

- Executed heuristic, accessibility, and UI audits across an 18-app B2B SaaS ecosystem for a \$5B enterprise, uncovering critical UX gaps that contributed to securing a \$1M+ contract for a 1.5-year digital transformation initiative.
- Transformed product components, patterns, workflows, and documentation to deliver a more consistent and efficient digital experience, while ensuring compliance with WCAG AA accessibility standards.
- Collaborated with a cross-functional team to build a scalable design system from the ground up, supporting governance efforts and driving adoption across a team of 40+ designers and developers.
- Delivered an end-to-end responsive web and mobile government site prototype, refining information architecture, aligning with existing UI guidelines, and validating designs through agile sprints.

Mile Two • UX/UI Designer

Sep 2020 - Oct 2023

- Championed user-centered design across multiple regulated Air Force Research Lab cyber initiatives, independently demonstrating the strategic value of UX and prompting the formation of an internal design team.
- Led the design of a complex air war operations and data visualization tool, collaborating with mission planning SMEs through iterative design cycles to refine a proof of concept that secured Phase II development funding.
- Facilitated moderated usability testing of a network data platform with active military units, translating findings into actionable improvements that generated \$750K+ in funding to lead a full software redesign.
- Rapidly designed a UI to capture cyber defense workflows and enable ML data collection, establishing the foundation for an advanced AI-driven agent.

Live Well Collaborative • UX/UI Design Fellow & Project Lead

Aug 2018 - May 2020

- Managed a multidisciplinary team in collaboration with GE Healthcare and UC Health across four initiatives, leveraging qualitative and quantitative research methods to develop patient-centered services and digital solutions.
- Designed and launched a radiology scheduling resource site, achieving a 68% return rate from a controlled test group within two months.
- Served as lead interface designer for a Cincinnati Children's medical device, conducting field research with patients and parents, building prototypes, developing a visual style, and validating designs through usability testing.