

# aaron packard

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## education

### BACHELORS DEGREE

California Polytechnic State University,  
San Luis Obispo  
Fall 2014 – June 2016  
Bachelor of Science: Graphic Communication  
Concentration: Design Reproduction Technology

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## skills

**Adobe**  
Illustrator, InDesign, Photoshop,  
Lightroom, Premiere Pro, After Effects

**Microsoft**  
Excel, Word, PowerPoint

**Prepress**  
Esko, Kodak Preps,  
Fiery Command WorkStation

**CRO & UX/UI**  
Sketch, Figma, InVision, Hotjar,  
Google Analytics, Adobe Analytics,  
ContentSquare, Unbounce, Instapage,  
HTML/CSS, jQuery,

**Printing**  
Flexography, Digital,  
Offset Lithography, Gravure

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## volunteering

### EVOLV AI D&I TEAM

*San Francisco, California*  
Active member and participant in weekly meetings, planning, and workshops with ongoing mission of improving Evolv AI's diversity, inclusion, and company culture

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## awards

**EFI Spark Program**  
Certificate for demonstrating excellence in file creation

## relevant experience

### EVOLV AI

*San Francisco, California (Remote)*

Optimization UX Designer February 2021 – Present

- Created optimized user experiences by leveraging analytics data, competitive analyses, and heuristic evaluations, while employing client design systems
- Structured multivariate user tests while utilizing an AI testing platform
- Created UI mockups to communicate testing variants across websites and mobile apps
- Cataloged results data for future testing and the applicability of findings
- Supported variant adoption alongside client stakeholders and developers
- Worked on Expert Services team with clients such as Verizon and Visible

### KLIENTBOOST

*Irvine, California*

Director of CRO (Conversion Rate Optimization) June 2018 – February 2021

- Hired, trained, and managed CRO Department consisting of 14+ Designers & Production Artists
- Led research for new CRO tactics to improve client results through landing page testing & added best practices to employee training systems.
- Led Growth Team meetings to help drive strategic insight into account performance
- Hit goals of improving client retention rates, 50% company profit margins, and \$500k MRR

Conversion UX/UI Designer April 2017 – June 2018

- Participated in client meetings and be in contact with client for any landing page, image ad and design needs throughout the course of the project
- Created, design and test all landing pages with thorough research of the client's needs and goals
- Assisted account managers with focusing on goals of the client and CRO testing
- Actionable with quantitative and qualitative tracking (Hotjar & Unbounce)
- Constantly researched new CRO techniques and share with other designers
- Gave clear direction to production artists to quickly and efficiently get pages live as soon as possible

### APPLE, INC.

*Cupertino, California*

Production Designer June 2016 – December 2016

- Employed by Welocalize, contracted by Apple
- Supported Apple Localization & Release Engineering team to bring Apple's products to the world
- Responsible for producing print and digital documentation for Apple products in up to 40 languages
- Adhered to strict design guidelines and performed quality checks to ensure work was done properly
- Deliverables included items such as graphics for in-App user help content, App welcome screens, printed information booklets, online user guides, ePubs for eBooks, and product packaging for Apple hardware products. See examples of some of these deliverables at [support.apple.com/manuals](https://support.apple.com/manuals)

### UNIVERSITY GRAPHIC SYSTEMS

*Cal Poly, San Luis Obispo*

Design Reproduction Manager June 2015 – June 2016

- Trained and facilitated approximately five interns each quarter
- Presented and taught workflow to over 50 trainees each quarter
- Created original work for clients needing graphic design
- Assisted Prepress Manager in retouching client artwork
- Collaborated with Marketing Manager to develop campaigns to raise awareness of UGS
- Organized and designed office collateral, signage and merchandise
- Produced assorted jobs for Quick Print and Commercial printing