

Aaron Soto

Product • UX • Technology

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Digital Product Professional with 20+ years of experience, Master's in HCI+Design (UX), and AWS+PSPO certifications.

A creative strategist who delivers B2B + B2C web apps in a wide range of industries. Solid foundations in technology including cloud solutions architecture and software development. Customer-centric UX R&D skills combined with effective cross-functional leadership delivers the right product solutions via Agile/Lean processes.

Skills

Product/Business

- *Process Frameworks:* Design Thinking, Lean Startup, JTBD, [Professional Scrum Product Owner \(PSPO\)](#)
- *Product Strategy:* Market/Competitive Analysis, Value Innovation, Product Roadmaps, Push/Pull Diagrams
- *Communication:* Executive Presentations, Research Reports, Product/Marketing Content, Public Speaking



User Experience (UX)

- *UX Research:* Qualitative Interviews + Ethnography, Quantitative Surveys + Analytics
- *UX Design:* User-Centered Design, Journey Mapping, Iterative Wireframing & Prototyping
- *UX Evaluation:* Heuristic Evaluation, Cognitive Walkthrough, Usability Testing

Technology Proficiencies

- *Cloud:* [AWS Certified Solutions Architect](#) + [Developer](#) (Recertified Nov 2018)
- *Software:* Computer Science, Software Engineering, and Web Development background
- *Industry:* Solid, high-level awareness of emerging trends in AI/ML, IoT, Voice UIs, and Serverless



Experience

Director of Product+UX at Assure Point (an InsurTech startup)

Oct 2017 – Present

Overview: I lead our core Product+UX innovation team within our InsurTech parent group tasked with iteratively discovering and solving customer problems within a range of verticals at various stages of maturity.

- Details:**
- Manage multiple concurrent products in business insurance, personal auto, and private aviation.
 - Oversee all aspects of innovation including product strategy, research, development, and launch.
 - Create research plans, personas, Jobs-to-be-Done (JTBD) materials, and customer journey maps.
 - Work with our Business+Insurance leaders on innovative acquisition strategies and techniques.
 - Executive reports to our CEO on research findings, product progress, and recommended actions.

- Outcomes:**
- Launched our own unique, all-digital customer acquisition platform using various SaaS services.
 - Produced high-level strategic visions and product roadmaps for each product to align our team.
 - Developed a mathematical insurance quoting model and API to solve gaps in our latest product.
 - Created a B2C Progressive Web Application (PWA) for our latest product based on user research.

UX Research and Evaluation with Accenture Labs + UC Irvine

Mar 2017 – Sep 2017

Overview: [UX R&D project](#) with actionable design implications aimed at uncovering customer needs and behaviors around wine culture through interviews, a design sprint, and iterative design+evaluation.

- Outcomes:**
- Produced a JTBD-based research [white paper](#) received at Accenture Labs with high acclaim.
 - Produced an [Invision prototype](#) based on our research, our GV Design Sprint, and many iterations.

Experience (continued)

Co-Founder at DezTech Consulting LLC

1998 – 2017

Developer, Solutions Architect, and UX Consultant. Key, most relevant and recent client projects listed below...

Gensun Casual Living: Website & Product Configurator

Overview: Beautiful new [website](#) targeting retail visitors with the goal of a clean, product-focused visual design and [product configurator tool](#) that allows visitors to view products in their available colors and fabrics.

My Role: Led a cross-functional team consisting of Gensun and DezTech resources where I was also personally responsible for project mgmt, architecture, backend dev, systems integrations, and UX evaluation.

Outcomes:

- Substantially increased traffic & engagement: +18% Sessions, +35% Page Views, -6% Bounce Rate.
- Visual design consistently and enthusiastically described as “beautiful” or similar in user testing.
- Product configurator delivers an engaging experience allowing users to visualize products.
- Admin tool that updates complex website product data pasted from their internal data sheets.

Thousand Islands Winery: Ecommerce Website + Wine Club System

Overview: Warm new [ecommerce website](#) and integrated Wine Club Mgmt system built using Shopify and a custom ASP .Net web application. Based on earlier, largest-in-California, South Coast Winery work.

My Role: Managed all project details overseeing design as well as architecting and developing the custom web app that serves as a member portal, auto-bills members, synchronizes data with Shopify, and more.

Outcomes:

- Provided subject matter expertise and consulting to guide TIW towards a successful launch.
- Orders of magnitude higher traffic, engagement, and sales on their ecommerce website.
- New club management system allows for nearly full automation of club-related activities.
- Brand new implementation of a Loyalty Rewards program within their club management application.

Thales InFlyt Experience: “T3” Project Time-Tracking Application (1 of 16 apps built for Thales over 12yr span)

Overview: Time Tracking Tool (T3) is an internal time tracking & reporting app for customer projects.

My Role: To evaluate and revamp their existing T3 app created by an offshore company that was plagued by a variety of user experience issues resulting in lack of use, data entry errors, and other usability problems.

Outcomes:

- Assumed product ownership and management to deliver on critically missing functionality.
- Built a new Web UI based on user interviews and other feedback from all app user types.
- Kept all existing tables, relationships, stored procedures, and data for integrity and consistency.
- Conducted moderated, in-person user testing that verified the new application was meeting goals.

Education

- **Master of Human-Computer Interaction & Design**, UC Irvine, September 2017

Highlight: [Capstone Research & Design Project](#) on Customer Loyalty in partnership with *Accenture Labs*.

Highlight: [Advanced Design & Prototyping Project](#) on a novel parental child tracking product named *KidAR*.

Honors: 2nd place in the UCI [New Venture Competition](#) & acceptance into The Cove’s *Wayfinder* tech incubator.

- **Bachelor of Science in Information & Computer Science**, UC Irvine
- **Marketing Specialization Certificate** in Marketing, Advertising, & Professional Selling, Orange Coast College