

Aaron Konopka

Product Design / User Experience Design / UI Design

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I live and breath product design. My specialty lies in creating a cohesive balance between UX and UI design, throughout the whole product lifecycle. I also come neatly packaged with a technical background.

Experience

- Product Designer & Manager**
VirtualAgent, Jan 2020 - Present
Receiving this promotion within the company has given me the opportunity to implement the agile methodology, find our north star and implement the OKR system while retaining my previous responsibilities. Working closely with stakeholders, business owners and the team, it was important to align our products with the greater outcomes the company was seeking.
- UX / UI Designer**
VirtualAgent, 2017 - Present
My role includes taking ownership over B2B and B2C products, focusing on user experience and identifying usability issues by wireframing / rapid prototyping, usability testing, creating user stories and receiving feedback from stakeholders and users. I also implement all prototypes by developing the UI then handing off.
- UX / UI Designer and Frontend Developer**
Toop&Toop Real Estate, 2013 - 2017
My responsibilities within this role was identifying usability issues and creating user stories / groups, wireframes, email templates, creating end-to-end products from a simplistic brief.
- UX / UI Designer / Graphic Design and Frontend Developer**
Freelance, 2010 - Present
Whilst working for myself, I created a vast range of products for clients, such as creating websites, email templates, stationary packs, brochures, flyers and much more
- Junior / Casual Web & Graphic Designer**
Tek Graphix, 2006 - 2013
Whilst undertaking studies, I was working on a casual basis with Tek Graphix. This was a valuable experience as it allowed me to increase my awareness of how the design industry ran. My responsibilities included creating visually appealing designs from brief to completion with tight deadlines and heavy workflows.

Education

- Open2Study**
Certificate of Achievement - User Experience for the Web, 2015
- TAFESA**
Adv. Diploma in Creative Product Development specialising in Interactive Digital Design, 2008 - 2010
- Marden Senior College**
Certificate IV in Design, 2007

Skills

UX Design, UI Design, Interaction Design
Responsive Web Design, User-centered design
Product design, Information Architecture
Personas, Wireframing, Rapid Prototyping
User flows / journeys, User research

Programming

HTML5	LESS/SASS
CSS3	MySQL
Javascript	C#
React	PHP
Next.js	jQuery

Tools

Photoshop	Invision / Invision studio
Illustrator	Visual Studio Code
InDesign	GitHub
Dreamweaver	Pen and paper
Figma	Azure
FlowMapp	

Accomplishments

- 'FIX' now has over 15 agencies onboard and over 35,000 users
- Reduced email traffic by 73.3% with the 'FIX' platform
- 'FIX' increased productivity by saving users 171.15 hours per week which equals 4.5 full time staff
- Increased new user traffic by 30.98% with redesigned 'Toop&Toop' website
- Increased session times by 14.45% with redesigned 'Toop&Toop' website
- Increased page views by 17.18% with redesigned 'Toop&Toop' website

Awards

- REIA Innovation Award 2016**
FIX, formerly MyMaintenance
- REISA Innovation Award 2015**
FIX, formerly MyMaintenance
- Toop&Toop Client Services Award**
2015
- Marden Senior College Register of achievers program**
2012