

# Aimee Reeff

UI/UX . Product Development . Design

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## EXPERIENCE

### **User Experience/ User Interaction Consultant - KForce**

Ring Team - VCare Ops - Quality Assurance Tech - Amazon, Sunnyvale - March 2026 to April 2026

Time Specific Contract / Vendor Services / In-Person

- Assist program lead with managing “take-home-studies” for a 3 week long “Sprint”.
- Facilitate the distribution of Prototype Devices, SOP and. demo app link via internal program to Amazonians and illustrate the order of operations for conduction th study at their home, The type of data desired and trouble shoot any questions or concerns that arise.
- Guide participants through download and set up of Demo Ring app on their personal device, and home set up to ensure participants operate prototypes and test equipment safely and consistently.
- Track test results, anomalies, and environmental conditions that may impact outcomes, track these outcomes to relay to leads and developers to ensure accurate and desirable data collection
- Perform basic device/app troubleshooting (connectivity, setup, resets, calibration steps) -Identify repeated mistakes committed by users and Data collectors to evolve our methods every study, to increase efficiency and maintain consistent data. Communicate progress and blockers clearly to leads and cross-functional partners. Support continuous improvement of test procedures based on what was observed in the field.
- Maintain confidentiality and handle pre-release hardware/software responsibly

### **User Interaction Consultant - Inspyr Solutions**

AIML Data Collection Moderator, Conversationalist - Apple Inc., Cupertino - Nov 2025 to Feb 2026

Time Specific Contract / Vendor Services / In-Person

- Collaborated with a teammate to lead over 100 natural, multi-tier conversations between participants and AI agents to simulate real-world dialogue within a 3 month time frame
- In these user studies, we encourage conversational engagement through effective use of tone, active listening, and adaptive communication to help train an LLM model ( Siri AI )through various exercises targeting different areas of the stressors.
- By creating supportive environments where participants feel at ease expressing emotion and speaking naturally, we are able successfully gather Authentic or Unique data that is used to identify ‘bug’ events to the developers.
- Through open-ended and ambiguous scenarios, we guide conversations without influencing participant response. Through direct communication with the developers, our team helps to identify errors that occur through testing and collaborate on a rapid solution. This allows us to expedite solutions that help improve the overall experience for the user during and after testing.
- In addition to the duties stated above:
  - Team member of a virtual team where the goal was to evaluate and documented over 4000 assets in various languages (Not English), and evaluated the heuristics in an excel spread sheet - this was concurrent to the main directive above.
  - Team member of additional virtual team where we helped arrange/distribute virtual self guided studies to a total of 100 participants. Managed troubleshooting and scheduling for participants and ensured completion of the study concurrent to main directive above.

### **UI/UX Designer and Marketing Consultant**

Titus MRF Services

Fontana, California - Jan 2022 to March 2025

Time Specific Contract/ Vendor Services/ Remote and In-Person

- Closely collaborated with the Founder and Manager of Design and Sales to archive their existing site into a refreshed, professional portfolio- transitioned from Wordpress to WIX, improving their site traffic and outreach by visitors by 60% in the first 6 months after launching the new site.
- Organized portfolio into a gallery that highlights each of their services and demonstrated how they design, fabricate and install recycling equipment, resulting in new business for the client and helping to them hire new employees.
- Used Adobe Indesign and Figma to build budgeted manuals for new branding on uniforms, gear essentials and professional package for the team (ie. business cards, branded merchandise, conference banners and branding) to be used at Waste Expo and other events.
- Created Graphs in Illustrator and Indesign to generate content for bid proposals on CapEx projects.
- Conducted daily site surveys and built daily reports in coordination with Project Manager, reporting project status and notes between install team and onsite managers.

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## EDUCATION

### **Master of Professional Studies in User Experience Design**

Maryland Institute College of Art - Baltimore, Maryland

Using Figma, Illustrator, Indesign, Adobe XD, Lookback, Miro, Mural, Slack, Chat GPT, CoPilot, Sketch, WIX

This Master of Professional Studies encompassed design theory, sociological and market research and conducting of user interviews and demos of prototypes.

The goals of the program are to research, design and develop case studies for 4 products that saw a need for improvement in the user experience. Some of my projects include a Chat Bot for Etsy, to help sellers navigate discrepancies with customers and mediate returns effectively by facilitating quick and accessible problem resolution.

My Thesis is an App called Earth Care, aimed to help Californians learn about new laws surrounding organic waste and how they can incorporate sustainable practices in their lives and community. Using a deep learning AI, users can scan every day objects to learn how they are compostable and what better alternatives can be. Inspired by State Bill 1383, that calls for cleaner waste be produced by our local municipalities that decrease our overall production of SLCs (Short Lived Climate Pollutants) that are exponentially more harmful than CO2 emissions. This is felt by consumer through fines and penalties if our communities produce contaminated waste.

### **Bachelor of Arts in Design for Industrial Design**

San Jose State University - San Jose, California

IDSA Club Officer, 1 year - Marketing - Made advertisements for meetings using Illustrator and Photoshop.

Collaborated with the Social media representative to post and manage the clubs Instagram.

### **Associate of Science - Industrial Design Engineering**

Mt. San Antonio College - CSWA - Solidworks Certification - Walnut, California

**Industry Knowledge** - User Interface / User Experience Design, Human Centered Design, Interaction Design, UX and Design Research, Design Theory, Design Systems, Information Architecture, Responsive Design, Heuristic Evaluation, User Personas, Product Design, Brand Design and Development

**Tools & Technologies** - Figma, Sketch, Adobe Creative Suite, IOS Systems, Microsoft/Android Systems, SolidWorks, AutoCAD, Microsoft Office Suite, Accessibility Tracking Tools (WCAG), HTML, CSS, Python

**Professional Skills** - UX Management and Leadership, Human-Computer Interaction, Hand Sketching (Traditional and Digital), Industrial Design, Project Coordination, Operations Management, Time Management, Communication, Usability Testing, User Research, Physical/Digital Rapid Prototyping, Wireframing and Presentation, A/B Testing, Heuristic Evaluation, Consumer Journey Mapping, Brainstorming, Story Telling, Film and Digital Photography, Digital Marketing - Business to Business and Business to Consumer, LLM training