Aimee Reeff

Creative Strategist
UI/UX . Product Development . Design

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https://www.linkedin.com/in/aimee-reeff-77957a139/

EXPERIENCE

User Interaction Consultant - Inspyr Staffing
AIML Data Colllection Moderator - Apple Inc.
Cupertino - Nov 2025 to Present
Time Specific Contract/ Vendor Services/ In-Person

As a Data Collection Moderator, I support the development of cutting-edge conversational AI by moderating natural, emotionally rich dialogues between human participants and an AI agent (LLM). My responsibilities include facilitating a comfortable and engaging environment that supports participants to speak authentically, while enabling accurate data capture for emotion detection, voice modulation, fluency, and natural language understanding.

- Lead natural, multi-tier conversations between participants and AI agents to simulate real-world dialogue.
- Create a supportive environment where participants feel at ease expressing emotion and speaking naturally.
- Encourage conversational engagement through effective use of tone, active listening, and adaptive communication.
- Handle open-ended and ambiguous scenarios while guiding conversations without influencing participant responses.
- Evaluate conversation quality using structured rubrics and emotion recognition scales.
- Review recordings and extract insights to support training and fine-tuning of AI language models.
- Collaborate with project teams to provide updates, feedback, and continuous improvements to conversation design.

Freelance Product Designer/ Creative Strategist
Pacific Sun Studios
Soquel, California - 2021 to Present
Personal Business/ Contract Consulting/ Remote and In-Person

- I use Trello to manage my clients and projects which assists me while multitasking and meeting variable deadlines, delivering a personalized experience for each client.
- Consult small businesses on their brand development and digital footprint by offering advice on how to increase their outreach to their constituents.
- Designing and producing business cards, business packages for branded items and convention advertising using Adobe Creative suite.
- Professional photography on Film and DSLR for maternity and family sessions.
- Develop digital products through Figma, Adobe creative suite and various online developer tools for websites and applications.

UX Design and Marketing Consultant
Titus MRF Services
Fontana, California - Jan 2021 to March 2025
Time Specific Contract/ Vendor Services/ Remote and In-Person

- Closely collaborated with the CEO and Manager of Design and Sales to design and develop a new website, facilitate a light rebrand for their company and archived their client portfolio.
- Budgeted and created manuals for new branding on uniforms, gear essentials and professional package for the team (ie. Business cards - paper and digital, conference banners and branding, and various branded merch).
- Designed templates and helped build content for bid proposals.
- Conducted daily site surveys and reports in coordination with Project Manager.
- These responsibilities required me to be organized, self motivated, and diligent in meeting deadlines while being communicative and flexible with variable deadlines.

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EDUCATION

Master of Professional Studies in User Experience Design
Maryland Institute College of Art
May 2023 to September 2024 - Baltimore, Maryland

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

This Master of Professional Studies encompased 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 the user experience. Some of my projects include a Chat Bot for Etsy, to help seller 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 overal production of SLCPs (Short Lived Climate Pollutants) that are exponentially more harmful than CO_2 emmisions. This is felt by consumer through fines and penalities if our communities produce contaminated waste

Bachelor of Arts in Design for Industrial Design
San Jose State University
August 2017 to May 2022 - 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 - 2017, Walnut, California

Industry Knowledge - Physical/Digital Rapid Prototyping and Product Design, User Interface/ User Experience, Human Centered Design, Interaction Design, Wireframing and Presentation, LLM training, UX and Design Research, Brand Design and Development, Industrial Design, Digital Marketing - Business to Business and Business to Consumer

Tools & Technologies - Figma, Sketch, Adobe Creative Suite, Invision, Google Analytics, Miro, Slack, Teams, BOORDS, CoPilot and Chat GPT, Lookback, Miro, Mural, Slack, Teams, WIX, Twilio Studio, Trello, Numbers, Radar, IOS Systems, Microsoft/Android Systems, Solidworks, AutoCAD, Microsoft Office Suite

Professional Skills - UX Management and Leadership, Human-Computer Interaction, HTML, CSS, Brainstorming, Story Telling, Hand Sketching (Traditional and Digital), Film and Digital Photography, Project Coordination, Operations Management,Time Management, Communication, Code Interpreter, Model/Knowledge Editing