

Aimee Reeff

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Summary

Resourceful UI/UX Designer with 5+ years experience crafting accessible interfaces and prototypes. Proven ability to collaborate with cross-functional team, translate requirements into intuitive design solutions, and manage multiple projects using tools like Figma and Adobe Indesign and Illustrator. Achieved a 60% increase increase in site traffic redesigning and developing a company website. Eager to leverage expertise in user-centered design WCAG Accessibility standards to creates inclusive environments for innovative digital tools.

Experience

XAKARI - Early Stage Start-up -UI/UX and Front End Development - Remote
07/2026 - Present

- Apply UX/UI design expertise to create intuitive, effective, and user-friendly interfaces.
- Utilize advanced visual design techniques to improve digital product experiences while supporting spatial analysis and map-based product design initiatives.
- Collaborate with cross-functional teams to understand requirements and deliver effective design solutions.
- Apply user-centered design principles throughout the product life cycle while creating wire frames, prototypes, and design concepts to support product development.
- Participate in design reviews and incorporate feedback to improve user experiences by providing thoughtful and insightful creative strategy that prioritized efficiency, accessibility standards and stakeholder needs.
- API Integration and Programming of designs and front end for pass off to engineers/developers.

AI/ML Conversationalist and Data Collection - Cupertino, CA - Inspyr Solutions
11/2025-03/2026

- Led over 100 natural, multi-tier conversations between participants and AI agents in collaboration with a teammate to simulate real-word dialogue within a three month time frame.
- Encouraged conversational engagement in user studies through effective tone, active listening, and adaptive communication techniques to train an LLM Model via exercises targeting specific stressors areas.
- Cultivated supportive environments to encourage natural emotional expressions and speech, successfully gathering authentic and unique data for identifying anomalies for developers.
- Guided conversations through open-ended and ambiguous scenarios without influencing participant responses and collaborate directly wit developers to identify testing errors and decisive rapid solutions - expediting improvements to the user experience.
- Evaluated and documented over 4,000 assets in multiple languages (Non-English) as part of a virtual team, managing trouble shooting and scheduling to ensure study completion, concurrent to the main directive.

UI/UX Designer and Marketing Consultant - Fontana, CA (Hybrid) - Titus MRF Services
01/2020-03/2025

- Collaborated closely with the Founder and Manager of Design and Sales to achieve the archival of their old site and transition to a new website designed and developed in Wix from WordPress, resulting in a refreshed, professional portfolio that enhanced site traffic and visitor outreach by 60% within the first 6 months post-launch.
- Organized the portfolio into a service-highlighting gallery, effectively demonstrating the company's capabilities in designing, fabricating and installing recycling equipment, which led to new business acquisition and that facilitated the hiring of new employees.
- Developed budgeted manuals for new branding on uniforms, gear essentials, and professional packages (business cards, branded merchandise, conference banners) using Adobe InDesign and Figma fro use at Waste Expo and other events.
- Generated content for project bid proposals on various projects by grating graphs and layouts in Illustrator and Indesign while conducting daily site surveys, progress reports and photo documentation of site progress in coordination with the project manager, communication project status and notes between the installation team and onsite managers.

Education

Master of Professional Studies- User Experience Design - Maryland Institute of Art
2023-25, Baltimore MD

Bachelors of Arts- Industrial Design- San Jose State University
2017-2022, San Jose CA

Served as an IDSA Club Officer for one year, managing marketing efforts and creating advertisements for meetings using Illustrator and Photoshop.
Collaborated with the Social Media Representative to manage and post content for the clubs Instagram account.

Associate of Science- Industrial Design Engineering - Mt. San Antonio College
2014-2017, Walnut CA
Obtained Solidworks CSWA CAD Certification