

## **Aimee Reeff**

Creative Strategist

UI/UX . Product Development . Design

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[www.pacificsunstudios.com](http://www.pacificsunstudios.com)

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

### EXPERIENCE

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

AIML Data Collection Moderator - Apple Inc., Cupertino - Nov 2025 to Present

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 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 I evaluated 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.

#### **Freelance UI/UX Designer / Creative Strategist**

Pacific Sun Studios - Soquel, California - 2021 to Present

Personal Business/ Contract Consulting/ Remote and In-Person

- I am able to manage multiple clients and products simultaneously while remaining impactful to benchmarks and deadlines. I use CRM software collaboratively to ensure transparency and trust with my clients.
- Consult small businesses on their brand development and digital footprint by supplying support in SEO, organizing their user interfaces on web and mobile facing products thus increasing their outreach and sales. As well as, developing digital products through Figma, Adobe creative suite and various online developer tools for websites and applications.
- For myself and my clients; I design and produce business cards, business packages, manuals for branded items, professional photography, and expo advertising using Adobe Creative Suite, creating a cohesive brand and bolstering image in their respective markets.

#### **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 develop a new website, facilitating a digital refresh for their company. Their portfolio was organized in to 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 helped them hire new employees.
- Budgeted and created manuals for new branding on uniforms, gear essentials and professional package for the team (ie. business cards, branded merch, conference banners and branding) to be used at Waste Expo and other events.
- Designed templates and helped 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 - May 2023 to September 2024 - Baltimore, Maryland

Using Figma, Illustrator, Indesign, Adobe XD, Lookback, Miro, Mural, Slack, Teams, 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 SLCPs (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 - 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** - 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