

Aaron Vale
Product Designer

London, UK
aaronvale.com

+44 7846 385 318
av@aaronvale.com

Nine years of experience designing products & experiences that people love

Experience

Fathom

Dec, 2022 - Present
Contract

Senior Product Designer - Design & Product Agency

- Worked alongside the CXO and Design Director on several projects:
 - Tradeblock (Crypto Trading Platform)
 - Clearwater Analytics (Investment Accounting Tools)
 - Exponential Markets (Financial Products)
- Scope of work:
 - Designing complex, data-rich, B2B & B2C web products
 - Building scalable design systems
 - End-to-end UI/UX alongside CXO

Patrn Studios

Jun, 2022 - Nov, 2022
Contract

Senior Product Designer - Design Studio

- Re-designed AXA's IM platform, resulting in a 190% increase in session duration & a 50% increase in fund document downloads
- Led the design of a new navigation for both the AXA IM & AXA IM Core websites & implemented a new ETF product into the AXA IM ecosystem
- Set up foundations of new design system to be utilised across Informa Markets' global 'Food Ingredients' websites
- Mentored a junior designer across both the AXA and Informa projects

Kleyo

Aug, 2020 - Jul, 2022

Co-Founder, Head of Product & Partnerships - Social commerce app

- Led the mobile app design from ideation to launch on both iOS & Android
- Routinely optimised UI/UX, driving £140K+ GMV and 6X'ing our CVR from 0.2% to 1.2%
- Conducted user interviews to scope product requirements and translated those into new features, contributing to an avg. 75% MoM increase in GMV
- Secured partnerships with over 150+ companies including MADE.com and B&Q, and designed a portal for them to onboard over 1M+ of their products
- Raised £225K pre-seed

Heue Digital

Apr, 2018 - Sep, 2020

Co-Founder, Lead Designer & Project Manager - Digital marketing & design agency

- Scoped costs, organised teams and managed projects for over 35 clients including charities, venture capital firms, CBD brands and music publications
- Generated over £185K in revenue during the first 12 months we were public

AVALE

Jun, 2013 - Jun, 2018

Founder, Creative Director - Minimal streetwear brand

- Featured in international publications: [Hypebeast](#) and [Complex Magazine](#)
- Managed a team of 4 - overseeing design, manufacturing, marketing and CS
- Design lead on all collections including clothing graphics, lookbook & social content
- Sold over 1050+ orders

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Arieum Studios

Jun, 2015 - Mar, 2018

Mid-weight Designer - Website design & branding agency

- Managed a team including a Junior Designer & external freelancers
- Worked with 60+ start-ups & established businesses including Hub by Premier Inn, Disturbing London & Toy Room
- Curated two interactive workshop events in New York in 2015 & 2016, namely 'The Changing Nature of Marketing & Money', and 'Exploring Creative Potential'
- Co-hosted digital marketing & design talks to 200+ attendees in 2017 at leading coworking spaces, including Kensington Pavilion & Huckletree

Tools

Figma **Sketch** **Adobe XD** **InVision** **Photoshop** **Zeplin** **Lookback**

Skills

Web & Mobile Products **UI & UX** **Design Systems** **Prototyping** **Leading Teams**

Education

LLB (Hons) Law, 2:1 University of Birmingham, 2013 - 2016