

AARON MONSON

WORK EXPERIENCE

SIFFLET

Lead Product Designer | Paris, FR | Nov 2022–Present

As Sifflet's founding Product Designer, I work closely with our co-founders, PMs, and engineers to create user experiences for monitoring data stack health. I established Sifflet's design culture, design system, and foundational principles, while designing features that drive market trends and add AI advancements. I also oversee developer handoffs, user research, content strategies, and the evolution of our design system.

DATAIKU

Senior Product Designer | Paris, FR | Aug 2021–Nov 2022

At Dataiku, an end-to-end data science platform, I led the design of data preparation features and tackled design debt within the UI. Through user research and interviews, I refined features to improve overall user workflows. My work included designing impactful data preparation recipes, clarifying dataset sampling methods, implementing key UX enhancements, and resolving legacy design system issues.

MICROSOFT

Senior Interaction Designer | Paris, FR | Aug 2018–Aug 2021

Interaction Designer II | Redmond, WA | Oct 2014–Aug 2019

During my time at Microsoft, I designed and launched AI Builder, a business-focused AI product for the Power Platform, and contributed to several Windows 10 apps, including Photos, Pandora, Groove Music, and Movies & TV. I led a major app redesign, introduced VR 360° video experiences, and created the UX for OneNote Learning Tools, a project that earned a U.S. patent and won Microsoft's company-wide hackathon.

AMERICAN EXPRESS

Senior UX Designer | New York, NY | Jun 2012 – Oct 2014

At American Express, I led the in-house UX for AmEx OPEN Forum, an online platform empowering small businesses with advice, news, and tools from fellow entrepreneurs. I designed key site experiences including registration, onboarding, navigation, user profiles, and personalized news feeds, driving community growth and engagement.

MODERN IDENTITY & ANNIE LEBOVITZ STUDIO

Senior UX Designer | New York, NY | May 2008 – Jun 2012

At the start of my career, I joined Modern Identity, a boutique agency specializing in web design, advertising, identity, and rebranding. I designed web, branding, and advertising projects for clients across diverse industries, honing my design and branding expertise. At the Annie Leibovitz studio, I supported exhibitions, publications, and created a digital portfolio archive for collectors and curators.

EDUCATION

Brigham Young University

2009, Provo, UT USA

BFA Graphic Design

BA Psychology

SKILLS

Design: Figma • Product design • Design systems • UX & UI design • Wireframing • Iconography • Prototyping • Adobe Photoshop, Illustrator, Indesign, and After Effects • UX content writing

Research: User research • Usability testing • Competitor analysis • User interviews • Journey mapping

Collaboration: Developer handoffs • Design thinking workshops • Stakeholder management • Presenting design concepts

FOCUS

Finding creative solutions to important problems

Discovering insights in data

Designing with empathy to create human-centered solutions

The beginnings of something big

CONTACT

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