

# 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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