ARIEL COTTON, PRODUCT DESIGNER

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EXPERIENCE

Senior Product Designer at Argon Cobalt
May 2014 – present in New York City, Berlin, and remote

- Built and runs independent studio for research-driven, user-centered solutions
- Designs intuitive, accessible digital experiences for millions of people
- Acquired 40+ clients across 3 countries and 2 continents, with retention rate of 36%
- Won Stage 1 Design Concept Award in the Mozilla Wireless Innovation for a Networked Society Challenge
- In addition to specializing in product design, also does front-end web development, illustration, identity design, information design, and more

Noteworthy clients include, but are not limited to:

Octopart
July 2017 – January 2019 in New York City and remote

- Designed 5 features for an electronics parts search engine with over 15 million users and 7 million searches per month
- Created AutoCAD viewing feature that enables users to make better decisions

Spokehub
October 2015 – May 2016 in Berlin

- Launched website for a local design studio, thus facilitating their online presence for the first time and leading to increase in revenue
- Designed and developed internal social media platform for creative professionals, fostering ease of communication and sense of community

Senior UI/UX Designer at Vilua
April 2021 – November 2022 in Berlin

- Designed end-to-end user experiences, encompassing wireframes, storyboards, user flows, high-fidelity mockups, and interactive prototypes, for an eCoach web app belonging to the Techniker Krankenkasse, Germany's most widely used health insurance, with over 11 million members
- Spearheaded design for two large-scale features, resulting in increase in user engagement with eCoach app and higher incidence of users meeting their health goals
- Optimized usability on web app within 6 months by designing a feature to address difficulties using it
- Created feature for acute anti-stress intervention, helping over 20,000 users achieve better mental and physical health
- Collaboratedwith a 20+ cross-functional team of product managers, engineers, designers, and other stakeholders. Communicated fluently in German

UI/UX Designer at Akelius
August 2018 – November 2020 in Berlin

- Redesigned suite of applications used by a global real estate firm, resulting in greater efficiency for millions of renters and thousands of employees
- Developed company-wide, scalable design system and components from scratch
- Designed native app with UNICEF to help 5,000 refugee children learn languages
- Transformed company design culture into a more human-centered one; initiated user testing practices
- Took full ownership of designs; occasionally implemented them using front-end code
- Mentored and led design interns

SKILLS, ETC.

UI/UX
Interaction design, visual design, design systems, rapid protoyping, wireframing, responsive design, information architecture, user research, usability testing, interface design

Web Development
HTML, CSS, Sass/SCSS, JavaScript, jQuery, Git, Jekyll, Shopify, WordPress

Platforms
Photoshop, Illustrator, Figma, Sketch, Balsamiq, Draw.io, Invision, Zeplin

Other Design
Branding and visual identity, information design, logo design, illustration, print design, typography

Languages
English (native), German (C1), Hebrew (intermediate)

Education
Cooper Union, Bachelor of Fine Arts 2013

Awards
Stage 1 Design Concept Award, Mozilla Wireless Innovation for a Networked Society Challenge 2018

Talks
- Takt Kunstprojektraum, 2017
  Art and Self-Indulgence
- Beyond Tellerrand Berlin 2016
  The World is Your Interface
- Up.Front, 2015
  Interdisciplinary Design
- Software for Artists Day 2014
  Physical Interaction Design

Press
- Kilencedik, 2016
  Interview with Ariel Cotton, American Comic Artist
- MAKE: Magazine, 2015
  Art Hack Day: From An Idea To A Deluge of Ideas.
- The Huffington Post, 2014
  Project 24: A Portrait of Millennial Artist Ariel Cotton
- Laughing Squid, 2014
  Distance Dolls, A Pair of Wireless Dolls That Let People Hug Loved Ones From Afar.
- Technically Brooklyn, 2014
  Art show 'Gonna Put A Hacks On You' blends electronics, clothing, sweets.
- The Brooklyn Paper, 2014
  Totally wired! Gowanus artist's work is electrifying.