

# ARIEL COTTON, PRODUCT DESIGNER

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## EXPERIENCE

### Senior UI/UX Designer at Vilva

April 2021 – November 2022 in Berlin

- Produced tools and features for an health coach app with 20,000 users, owned by the Techniker Krankenkasse, Germany's leading social health insurance
- Designed high-fidelity mockups and layouts
- Generated UI elements, did photo research and illustration, created banners and slideshows
- Created wireframes, user flows, and interactive prototypes
- Designed and conducted user tests, and optimized usability of existing products based on user test data
- Collaborated with teams of content editors, product owners, developers, and other designers, using Scrum, in German and English
- Mentored junior designers

### UI/UX Designer at Akelius

August 2018 – November 2020 in Berlin

- Collaborated across teams in English and German to produce features for a suite of real estate enterprise applications
- Worked with UNICEF to design a language-learning mobile app
- Created wireframes, flowcharts, and UI designs
- Planned usability tests and conducted testing sessions
- Implemented a culture of human-centered design
- Contributed components and guidelines to the company-wide design system
- Designed and developed website for biannual company-wide event

### Creative Director and UI/UX Designer at Argon & Cobalt

May 2014 – present in New York City, Berlin, and remote

- Provides intuitive design solutions for a variety of clients worldwide, from large corporations to startups to individuals looking for a voice on the web
- Specializes primarily in product and UI/UX design, but also does visual design, front-end development, and illustration
- Noteworthy clients include, but are not limited to:

#### Octopart

July 2017 – January 2019 in New York City and remote

- Designed new features for an electronics parts search engine.
- Produced wireframes, user flows, and UI mockups based on user test data
- Redesigned the company blog

#### Spokehub

October 2015 – May 2016 in Berlin

- Collaborated with the creative director to create a brochure website and internal social media platform for a design agency
- Produced wireframes and UI mockups, and did all front-end development

#### MASS Exchange

March 2015 – September 2015 in New York City

- Designed user interface for a futures trading application
- Generated mockups based on wireframes, then prototyped them

## SKILLS, ETC.

### UI/UX

Interaction design, visual design, design systems, rapid prototyping, wireframing, responsive design, information architecture, user research, usability testing, interface design

### Web Development

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

### Platforms

Adobe CS, 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.