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## Experience

### **Resolve to Save Lives** Director of Product and Design 2020-2022

Led a technology team at a non-profit founded by Dr Tom Frieden, President Obama's CDC Director. Our team built tools to improve COVID-19 response in the US and supported the Africa CDC and member nations in epidemic preparedness.

### **WHO** Temporary Adviser 2021

Served on Working Group on Digital Vaccination Certificate Standards to establish specifications for COVID-19 vaccination credentials.

### **InVision** VP Content 2020

Ran editorial strategy for all content and key properties like DesignBetter.com and InsideDesign.com to support the advancement of business goals.

### **InVision** VP Design Education 2016-19

Formed a team to advance the role of design in large orgs by publishing best practices of top design teams. Team produced 10 books that were downloaded more than 400,000 times and influenced \$3 million in ARR. Created Webby nominated podcast in top 0.05% of all podcasts.

### **Mailchimp** VP of R&D 2015-16

Built and managed a team of interdisciplinary researchers, designers, and developers to drive new innovation at Mailchimp.

### **Mailchimp** General Manager of New Products 2014-15

Partnered with executive team to define a new product strategy. Assembled a team of designers, engineers, and researchers and built a covert product that would be integrated into the platform.

### **Mailchimp** Director of UX 2008-14

Founded the UX practice including UI design, front-end development, and user research. Helped shape the product roadmap and rapid iteration cycle that grew the business from a few hundred customers to 15 million world-wide.

### **Walter Co LLC** Design Consultant 2007-Present

Regularly provide design guidance to Fortune 500 companies, startups, venture capital firms, and have helped governmental organizations such as The White House and The US Department of State.

### **W3C** Invited Expert 2009-2010

Served as a co-founding member of the Open Web Education Alliance, an incubator working group within the W3C established to define global standards for web technology education.

### **The Art Institute of Atlanta** Faculty 2001-07

### **The University of Georgia** Adjunct Faculty 2002

### **Temple University** Adjunct Faculty 1999-2000

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## Publishing

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**Designing for Emotion** A Book Apart, 2011 and 2020

**Principles of Product Design** DesignBetter.com, 2017

**Design Leadership Handbook** DesignBetter.com, 2017

**Reconsidering Podcast** Co-host, Present

**Design Better Podcast** Co-host, Present

Visit <http://aaronwalter.com> to view a full list of publications.

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## Public Speaking

Have been invited to speak at more than 100 conferences, companies, and organizations in 16 countries on 5 continents.

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## Education

**Temple University** MFA Painting and Drawing, 1999

**University of Iowa** BFA Painting and Drawing, 1997

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## Patents

Methods and Systems for Finding Connections Among Subscribers to an Email Campaign. US 14/217,327

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## Awards

**W3 Awards** Best branded podcast, Design Better, 2021

**Webby nominated** Branded podcast, Design Better Podcast, 2020

**Webby** Mobile Sites and Apps Best Practices, Mailchimp Snap, 2015

**.net Awards** Redesign of the Year, 2014

**Faculty of the Year** The Art Institute of Atlanta, 2006

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## References

Available upon request.