

# AARON PIAZZA

## DESIGN LEADERSHIP

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PW:0102

### EDUCATION

BFA in Industrial Design  
2002-2008  
University of Washington  
Seattle, WA

### EXPERTISE

Research + Development  
Creative Direction  
Team Building  
Leading with Vision  
Human Centered Design

### MGMT SKILLS

Communication & Presentation  
Relationship building  
Strong design process  
Ability to incorporate research  
and business strategy into  
creative solutions

### TECHNICAL SKILLS

Adobe CC  
MS Office  
Solidworks CAD  
Keyshot

### PROFILE

I am an experienced design leader with a background in user experience, industrial design, brand development, design strategy, and human-centered design. My passion is designing at the intersection of humans and technology to create holistic solutions that are meaningful. I have a strong background in end-to-end product development and I'm proficient at leading teams from front end strategy & research through concept development & production.

### SENIOR DESIGNER

#### AMAZON 2021-PRESENT

My current role is lead Industrial Designer for Amazon's Just Walk Out Technology. While here I have lead efforts for the next generation Dash Cart, Entry/Exit gates as well as efforts to strategically look beyond our current technology, products and physical spaces for areas with significant growth opportunities.

### DESIGN MANAGER

#### TACTILE 2016-2021

As part of the Tactile leadership team I managed several parts of the design process including project scoping, definition, planning, resource allocation and creative direction. While managing multiple design programs I also continued to build long standing relationships with our clients and grew our team members skill sets to improve our process' and operations within design development.

### SENIOR DESIGNER

#### TACTILE 2015-2016

I was responsible for leading several large programs in the healthcare, consumer electronics and industrial industries. Responsibilities included collecting and synthesizing user research, concept exploration and working cross departments to refine and build product. Envisioned compelling product stories to captivate our clients.

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## DESIGN AWARDS

- 2022 IDEA Gold - Clover Vertica
- 2022 Core 77 Design Awards - Clover Vertica
- 2022 MDEA Bronze - Kestra WCD
- 2021 Good Design Award - Opulus Beauty Labs
- 2021 Time Magazine Best Inventions - Opulus Beauty Labs
- 2020 Good Design Award TEK MSO 3 series
- 2019 Core77 Design Award I-Neb
- 2019 iF Award - I-Neb
- 2019 IDEA Silver - I-Neb
- 2017 iF Design Award - InnoSpire Go
- 2017 Good Design Award - InnoSpire Go
- 2017 IDEA Silver - InnoSpire Go
- 2015 iF Design Award - Efficia DFM100
- 2015 Singapore Good Design Award - Efficia DFM100
- 2014 Red Dot Award - Efficia DFM100
- 2014 Successful Design Award - Efficia DFM100
- 2009 Red Dot Award - FR3 AED
- 2009 Gold iF Award - FR3 AED
- 2008 iF finalist Student design - MediLog
- 2008 Bronze IDEA student design - MediLog

## SOLIDWORKS PROFESSOR

Skagit Valley College 2012-2013

As a visiting professor for SVC I developed and built a three course series introducing students to SolidWorks CAD/CAM software. I taught a class of 30 students in the evenings two nights a week while working at Philips as an Industrial designer.

## PRODUCT DESIGN CONSULTANT

PHILIPS DESIGN 2012-2015

Collaborated with several remote and on site business groups to design and develop various healthcare devices. I lead numerous projects that went to market and are recognized with +12 international design awards. I practiced human-centered design, utilizing research, prototyping and testing to gain insights that enhanced the design and usability of the product.

## INDUSTRIAL DESIGNER

PHILIPS MEDICAL SYSTEMS 2007-2012

Designed and developed products for the public and EMS AED markets. Worked with marketing and engineering to develop UX, customer, and product requirement specifications. Responsible for user research, prototyping, and usability testing for FDA submissions.