

AARON BEAUDOIN

UX Designer | Research, Prototyping & Product Design
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SUMMARY

Generalist UX designer who owns a product from research through Figma prototype to shipped alpha. Designed and built Rinkside, a hockey app, from booking research at 3 rinks to a working iOS, Android, and web alpha. 7+ years of experience owning client portfolios and coaching sales teams, including a 125+ account Verizon Business portfolio. Google UX Design Certificate.

EXPERIENCE

Rinkside (Independent Project) | Denver, CO (Remote)

Founder, UX Designer & Developer | June 2026 – Present

Skater app (iOS, Android, web)

- Tested booking at 3 Denver-area rinks: 0 of 3 let adults book drop-in sessions on a phone.
- Synthesized interviews, an 8-person survey, and a 6+ platform competitive audit; none showed sessions from multiple rinks.
- Designed a one-app booking flow that replaces a 13-tap, 3-website process with 5 taps.
- Audited own prototype for accessibility; raised secondary text contrast from 2.65:1 to 6.63:1 and added visible keyboard focus.
- Built working alpha with Claude Code, Expo/React Native, Next.js, and Supabase; now testing with 2 hockey teams.

Rink staff platform (in progress)

- Interviewed 3 rink staff and audited 11 operator systems; 3 of 3 re-key game results and use paper check-in.
- Reframed the pitch to “save staff time” after 0 of 3 reported schedule-accuracy problems.
- Produced an as-is journey map, 85 prioritized user stories, 15 success criteria, and 14 scored concepts.

Cellular Sales (Verizon Authorized Retailer) | Denver, CO | May 2024 – June 2026

B2B Market Sales Lead | January 2025 – June 2026

- Designed and launched a regional B2B sales program for 150 reps across 20 retail locations in two states.
- Built Power BI dashboards reporting account performance across portfolios for 150 reps.
- Partnered with Marketing and Legal on compliant multi-channel outreach across calls, email, SMS, and social media.

Account Manager | May 2024 – January 2025

- Owned 125+ Verizon Business accounts (~\$1.5M annual recurring revenue); resolved service issues before presenting renewals.

STiX Crafthouse LLC | Arvada, CO

Owner & Operator | September 2022 – March 2024

- Founded and launched a sports bar and grill; averaged ~\$90K monthly revenue in year one.
- Hired, scheduled, and led a staff of up to 25.
- Designed marketing materials in Canva and web content in Figma.

EDUCATION

University of Illinois at Urbana-Champaign | B.S., Astronomy and Astrophysics; Minor, Theoretical Physics | Dean's List | 2010 – 2015

CERTIFICATIONS

Google UX Design Certificate, Coursera

SKILLS

UX & Design: User Research, Interviews, Surveys, Competitive Analysis, Journey Mapping, User Stories, Wireframing, Prototyping, Accessibility Auditing, Figma, FigJam, Canva

Build & AI: Claude Code, Claude API, Expo/React Native, Next.js, Supabase, Clerk, Vercel, GitHub

Data & Tools: Power BI, Salesforce, Excel, Python, SQL, Google Workspace

HONORS

2025 Market Award, Most B2B New Activations (of 150 reps), Cellular Sales | Denver Post's 9 best sports bars (October 2022) | University of Illinois Dean's List