

Aidan Salomon

Troy, Michigan | aidansalomon80@gmail.com | (248) 878-1821 | Portfolio: aidansalomon.com

Experience

Xondas, Inc. UX/UI Designer

Ann Arbor, MI
June – August 2024

- Created a website to market Xondas consulting services, designed and implemented site architecture, and tailored content and visuals to promote services effectively.
- Developed wireframes to define website structure, translated user needs into low-fidelity designs, and provided a clear visual blueprint that improved user experience.
- Led and organized weekly meetings between the Xondas founders and the design team, ensuring alignment on project goals and design specifications.

Hope College UX/UI Designer, Art Research Assistant

Holland, MI
April – December 2022

- Authored the design of 30 website pages with interactive elements like slideshows, text, and music; refined layouts based on stakeholder feedback to better align with their vision.
- Organized and managed live event presentations, overseeing visuals and timing for panel discussions and music performances, ensuring a seamless experience for attendees.
- Attracted 250 total guests by creating and implementing marketing materials around campus, including flyers and brochures, for four in-person events.

Frances Jaye Sales Associate

Holland, MI
October 2022 – May 2023

- Developed skills in sales technique and product knowledge, using honest and ethical approaches to promote and sell merchandise aligned with the store's sustainability values.
- Cultivated strong communication skills by building positive customer relationships, effectively addressing their needs, and ensuring high satisfaction.
- Harnessed customer feedback to better understand their preferences, modifying sales techniques to address their needs and improve overall service more effectively.

Education

Hope College

B.A. Degree in Business, Minor in Studio Art.

Relevant Coursework: Design II Applied, Marketing Management.

Holland, MI
May 2022

Certifications

CDE-Spark Digital Media Certification, Ann Arbor SPARK – August 2024

Google UX Design Certificate, Google – September 2023

Skills & Interests

Technical: C++, C, Java, HTML, Python, Adobe Suite, Figma, WordPress, WebFlow, Squarespace, Wix.

Interests: Woodworking, furniture making, leather working, running, rowing, rock climbing, cooking.