



Aaron J Cook

Multi-faceted Designer in Columbus, OH

Related Experience

Sr. Product Designer (contract)

Blue Cross Blue Shield
North Carolina (BCBSNC)
02.2025–present

Serving as a Product Designer at BCBSNC required streamlining complex workflows and improving users' time on task across key B2B channels. I led the design and delivery of a health insurance quoting and enrollment platform for small businesses. I also conducted user research and designed a forward-facing digital experience that helps insurance agents manage their book of business with greater efficiency and control.

Sr. UX Designer (contract)

Highmark Health
10.2024–02.2025

Tasked with envisioning the future of Highmark's Provider-Facing Analytics platform, I collaborated with UX researchers to conduct stakeholder and end-user interviews. I also audited the existing platform, developed streamlined content and navigation taxonomies, standardized design and interaction patterns, and updated the user interface to meet WCAG AA standards.

UX Consultant (contract)

OhioHealth
02.2024–08.2024

During this contract, I collaborated with OhioHealth, OhioHealth's provider-sponsored health plan, conducting interviews with health insurance/benefits brokers and internal sales team stakeholders. By understanding both sides, I was able to highlight gaps and opportunities where the OhioHealth team could better serve brokers.

Experience Design Lead

mePrism
01.2022–06.2023

As the sole designer, my primary focus was mePrism's data privacy product. I wore many other hats as well, handling branding, communications, and marketing. I conducted design research, created prototypes, and collaborated with engineers to translate designs into digital experiences.

Sr. UX Strategist

OhioHealth
01.2020–01.2022

I focused on patient referrals, the OhioHealth website and native app, and patient throughput. To understand the needs of patients, providers, and the healthcare system, I utilized generative and evaluative research techniques. Additionally, I supported the design team by developing user flows, wireframes, and interactive prototypes.

UX Lead

NetJets
11.2018–01.2020

I worked closely with Flight Operations and engineering teams to develop an AI-assisted fleet management enterprise application. I conducted regular observations of flight schedulers, dispatchers, and weather specialists to ensure a user-friendly interface design. Furthermore, I collaborated with aircraft manufacturers and third-parties to define and design user interfaces for the fleet's on board entertainment and cabin control systems.

Creative Director

The Shipyard
09.2016–05.2018

As Creative Director, I was coach & player – overseeing and managing the creative team while also contributing to its creative output. Administratively, I was responsible for new business opportunities, project intake, working with the team to see projects through to completion, department planning, and mentoring team members.

Art Director, Sr. Designer, Designer

Resource Interactive
11.2009–09.2016

I worked with the agency's branded manufacturing and e-commerce clients, primarily. I delivered website and application design for these Fortune 500 brands. In that time, I designed the agency's first ever iPad app for Steelcase, the first ever QSR mobile payment app for Wendy's, and led design teams through years-long re-imagined e-commerce experiences for ToysRUs and Barnes&Noble.

Education

Master of Arts

Bachelor of Science, Cum Laude
Kent State University
School of Visual Communication Design

Capabilities

- UI Design
- UX Design
- Visual Design
- User Research
- Front-End Development

Proficiencies

- Figma
- Illustrator
- Photoshop
- InDesign
- AfterEffects
- Lightroom
- Lottie
- Framer
- VS Code
- Blender

