

AARON GRISWOLD

SENIOR UX / INFO ARCHITECT

PHONE: Not for internet consumption
EMAIL: aaron@grizzwolf.com
PORTFOLIO: www.grizzwolf.com
LINKEDIN: [linkedin.com/in/aarongriswold](https://www.linkedin.com/in/aarongriswold)

Client focused pathfinder, able to communicate and translate between clients, designers, developers, and marketers | Great working knowledge of information architecture, user experience, digital project management and design thinking | Business background in tech companies | Always entrepreneurial

PROFESSIONAL EXPERIENCE



INFORMATION ARCHITECT / DIGITAL PROJECT MANAGER | *Period Three*

June 2011 - Current

Splitting time as an information / user experience architect and digital project manager. Run a team of designers and developers to produce web sites, web apps, and UX / UI consulting projects. Develop IA and UX architectural material, as well as content organization for web projects, while managing clients, their projects, and their expectations. Maintain client relationships through the business development process, invoicing and A/R, and continuing relationships after the project's completion. Also serve as editor for sister company, www.unmatchedstyle.com, and produce and run 4-6 web design and development conferences a year.

- Currently managing 10+ active client projects and 60+ completed projects
- Helped grow average monthly revenue by 27% from 2015 to 2016

ONSITE COMPUTER SUPPORT TECHNICIAN | *Onsite Computing*

January 2011 - Current

Provide onsite, and remote management and monitoring, as a managed service provider (MSP) for local SMEs. Install and maintain computer networks, servers, and workstations, both hardware and software, to keep networks efficient and information secure. Diagnose root causes of system and workstation failures, and security breaches - then systematically fix issues and minimize threats.

COO & PRODUCT MANAGER | *Interactive Pet Solutions Company*

November 2008 - June 2010

Development partner of a high-tech, innovative engineering startup. Pioneered a unique consumer electronic product and web-based A/V communications portal for the human to pet interaction industry. Minimized risk by coordinating product and project management schedules; crafting on/off-line marketing and promotional strategies; researching consumer segmentation and market / product requirements through end-user customer interviews and focus groups, building relationships with niche retailers; devising multiple revenue streams; all while seeking investment funding. Collaborated directly with the board of directors, industrial designers, and engineer corps to guide prototype fabrication. Set up strategic partner alliances for development and manufacturing.

- Directed design and engineering teams to working beta prototype of DoggieVision product and web app
- Engaged and managed company into strategic partnership with the University of South Carolina

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OPERATIONS MANAGER | *Box Voyage*

January 2008 - January 2009

Founded, strengthened and sold niche online exporting operation specializing in consumer goods to international businesses and individuals while implementing an automated e-commerce environment. Maximized profit with direct P&L and strategy influence by negotiating international finance, banking, exchange rates and customs compliance. Streamlined operation systems to handle extraordinary response created through social marketing campaigns, backed-up by SEM and web analytic tracking. Stayed on as acting Operations Manager to guide through transition until 2009.

-Generated 500+ core client base in six months from 11 countries through direct / social marketing campaigns

-Boosted double and triple digit revenue growth monthly by targeting niches, consumer and corporate segments, and finding additional revenue streams

OWNER / OPERATIONS MANAGER | *Groucho's of Blythewood & Lake Carolina*

July 2003 - December 2007

Purchased and turned around faltering franchised restaurant operation, then started, ramped up and sold a second franchised unit. Created exponential growth in profit within two franchised units utilizing grass roots / conventional branding / segmentation strategies to increase revenue and key corporate customer retention. Piloted systems and processes for qualitative and quantitative data analysis of business metrics, reducing COGS and payroll expense. Developed management and staff training programs, enhancing customer experience and CRM for repeat sales.

-Designed and implemented cost / profit database used franchise-wide.

-Planned, ran and sold company for a 700% ROI in three years after an average 30% net profit yearly increase.

OPERATIONS NCO & INFANTRY PARATROOPER | *US Army*

November 1998 - September 2001

Team leader and company liaison accountable for training and personnel information flow to higher agencies. Reported directly to the Company Commander and First Sergeant in role two levels above grade as a Non-Commissioned Officer.

-Developed company personnel and training tracking database, streamlining operations - used by the Office of the Inspector General and eight battalions to track over 6000 soldiers

-Recognized three times by the Office of the Inspector General for a perfect rating on 12 out of 12 inspections

EDUCATION

MASTERS OF BUSINESS ADMINISTRATION (MBA)

Macquarie Graduate School of Management (Sydney, Australia) | 2003

BACHELORS OF SCIENCE IN BUSINESS ADMINISTRATION (BS)

University of South Carolina | 1996

