Aaron Eskam is a product designer driven to solve challenging problems, create brilliant experiences, and grow happy teams. An experienced design leader, mentor, and hands-on contributor across the entire product lifecycle.

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EXPERIENCE

Goldman Sachs | Product Design (Contract)
April 2022–Present

· Designing products for structured finance and lending within the Global Markets Division

NextThought | Chief Creative Officer
April 2012–November 2021

· Led NextThought LMS platform design from concept to mature product
· Led award winning-product design consulting services for strategic partners
· Instilled a user-centered culture across the organization
· Established and recruited a highly capable and dedicated team of designers

Took over Product Management and Marketing in 2019
· Increased SaaS Client and ARR growth by 5x
· Introduced simpler and more profitable pricing structure while reducing sales cycle by 91.6%
· Introduced new market strategy, product positioning, and website to establish product market fit
· Recognized as G2 High Performer with 4.8 out of 5 stars
· Reduced client support and onboarding overhead by more than 80% with DIY features
· Reduced client setup from 1+ week cross-team effort down to a 1-minute automation
· Planned and delivered numerous highly-desired product advancements

The University of Oklahoma | Adjunct Professor
January 2013–May 2020

· Taught digital product design to hundreds of Visual Communication majors (upper-division, degree requirement)
· Recruited the best students into internships at NextThought, and then to full-time

Dell | User Experience Designer
July 2011–April 2012

· Concepted and delivered web, mobile, and desktop applications

frog design | Senior Designer
November 2005–July 2011

· Acquired diverse experience and a strong design foundation at a world-renowned firm
· Clients include: HP, SanDisk, AT&T, Walt Disney World, Microsoft, Flextronics, Hawaiian Airlines, Network Solutions

EDUCATION

The University of Oklahoma | BFA Visual Communication
2001–2005

SKILLS

UX and Interaction Design, Visual Design, Product Strategy, Creative Direction, Rapid Prototyping, Product Management, Lean/Agile Methodologies