

Aaron Heth

Strategic Product & Visual Design Direction

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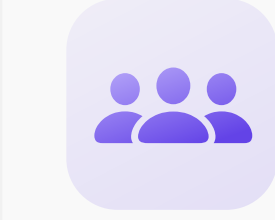
 linkedin.com/in/aaronheth

Amsterdam, NL

EXECUTIVE SUMMARY

A technical Design Director with 15+ years of experience blending world-class visual identity with product strategy. I specialize in building brand-led products, ensuring that high-fidelity craft and emotional storytelling are baked into scalable design systems. From scaling startups to \$1.4M in revenue to directing UI for AAA gaming icons, I lead cross-functional teams to deliver premium, cohesive experiences across every touchpoint.

IMPACT & SUCCESS



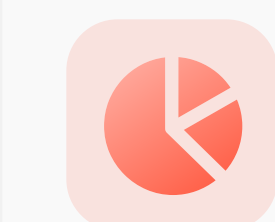
Client Success

Delivered brand and product stories for clients ranging from Microsoft and Toast to high-growth startups. For ChatBlu, collaborated with founders to define a vision that secured \$500k in pre-product funding .



Full Stack Product Dev

Shipped 3 iOS apps and 1 web SaaS in 12 months; launched Lost Post to #7 on Product Hunt .



Business Growth

Co-steered Sparklepop from inception to \$1.4M in revenue by year two, directing the intersection of visual identity, e-commerce UX, and complex warehouse logistics.



Design Systems & Async Ops

Architected design systems for games and SaaS increasing dev velocity. Optimized and evangelized for async-first processes , creating new documentation methods and reducing meeting overhead.

WORK EXPERIENCE

Daydrift – Amsterdam, NL JUNE 2023 - CURRENT

Creative Director & Founder

We provide fractional design leadership for SaaS, act as a creative partner for boutique brands, and build proprietary mobile and digital products.

- Strategic Design (ChatBlu)** : Served as the interim design lead for a pre-product organization, translating a conceptual vision into a high-fidelity brand and initial product design. This strategic foundation enabled the team to successfully secure \$500k in pre-product funding.
- Client Consultancy:** Lead end-to-end creative for a diverse portfolio ranging from SaaS to hospitality, delivering specialized brand sprints and comprehensive assets from print to web. Notable engagements include the national course roll-out for Sport Dog Society, featuring the launch of a modular brand identity and a scalable web presence.
- Technical Product Ownership:** Designed, coded, and launched proprietary products Lost Post (iOS) and Bring Me Abroad (AI-SaaS) using SwiftUI and React. Achieved #7 on Product Hunt for Lost Post, driving 500+ downloads and a 25% Day-21 retention rate through data-driven engagement loops

Thought Pennies (AAA Game Studio) – Remote (USA) FEBRUARY 2022 - JUNE 2023

UX/UI Lead

Part of the core design team of 5 from the initial concept through pre-production phase of a cross-platform AAA massively multiplayer RPG game.

- Design Systems:** Led UX for a cross-platform RPG. Developed a flexible design system capable of handling complex inputs (Gamepad vs. Mouse/Keyboard) and seasonal content updates, serving as the "source of truth" for engineering pods.
- Art Direction:** Developed the initial 2D and UI art direction in tandem with the game's overall art direction. Developed a seasonal, themed color system representing different factions.
- Product Ownership:** Led the development of different product features and milestone, including the game's 3D map.

Zynga – Remote (USA) MARCH 2021 - FEBRUARY 2022

Lead UX Designer

Product Owner of multiple cross-platform features (including the cross-platform initiative) and manager of 3 UX designers and 3 UI artists for Star Wars: Hunters

- Behavioral Player Mapping & Engagement Strategy:** Architected high-fidelity artifacts mapping the end-to-end game flow—integrating pre-game, gameplay, and post-game states—to identify critical friction points and re-engagement opportunities. By segmenting these flows based on player intent and motivation types, I provided Stakeholders and Product Managers with a strategic roadmap to optimize monetization and feature placement, directly influencing development priorities.
- Design Systems Governance:** Led the DesignOps initiative for Star Wars: Hunters. Built a centralized asset pipeline that reduced implementation friction between Design and Engineering, directly increasing dev velocity across platforms.
- Product Management & Inclusion Strategy:** Led a team of 6 UI designers and artists, each working across different pods and features, ensuring their expertise matched the challenge at hand while also ensuring they could grow their skills. Championed accessibility standards, ensuring the UI architecture supported colorblind modes and scalable text.

Certain Affinity – Austin, TX (USA) MAY 2018 - MARCH 2021

Lead UX/UI Designer

Lead UX/UI Designer on Transformers: Rise (AAA multiplatform) and Halo: Infinite

- Team Development & Design Culture:** Fostered professional growth for a hybrid team of 5 by implementing structured internal processes, including weekly design critiques and dedicated learning opportunities. These initiatives standardized feedback loops and empowered designers to elevate their technical and visual craft on Halo: Infinite and unannounced titles
- Product Ownership:** Served as Product Owner for meta-game features, balancing player retention goals with strict memory and performance budgets.

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EDUCATION

2006 - 2010

Savannah College of Art & Design
Savannah, GA (USA)

B.F.A, Graphic Design Magna Cum Laude

AWARDS

#7 on Product Hunt
Lost Post (January 30, 2026)

Awwwards: Honorable Mention
Daydrift (2025)

Oprah Magazine: Featured Product
Sparklepop (2015–2017)

Print Regional Design Award
St. Anthony’s Brand

TDC Typography Award #33
Monkey Inferno

Brand New: Featured Project
Tampax Packaging

The Dieline: Featured Project
Tampax Packaging

Sparklepop – Austin, TX (USA)

APRIL 2014 - AUGUST 2017

Co-Founder, Design & Ops

Co-founded a direct-to-consumer statement jewelry e-commerce brand.

Executive Leadership: Managed the intersection of design, e-commerce, and logistics. Hired and trained a team of 10+ across multiple disciplines and designed the branding, print, packaging and website.

Operations: Built the internal inventory tracking system and warehouse processes that supported the company's growth to \$1.4M annual revenue .

You Smell – San Francisco, CA (USA)

APRIL 2012 - MAY 2014

Co-Founder, Design & Ops

Co-founded a direct-to-consumer luxury soap brand featured on ABC’S Shark Tank. Co-developed the visual identity and packaging. The design forward approach led to placement in multiple national retailers and high-profile magazines like World Market and Oprah Magazine.

Markatos Moore – San Francisco, CA (USA)

MAY 2010 - APRIL 2012

Graphic Designer / Art Director

Delivered art direction and branding for boutique and corporate clients, managing projects from concept through print/web production. Clients ranged from Founders Fund to Microsoft Xbox and Genentech.

SPEAKING & ADVISORY

ChatBlu AI

JULY 2025 - CURRENT

Board Advisor, Brand & Product Design

Supported branding and initial product development design for the team.

Genoa Entrepreneurship School – Italy & USA

2024 - CURRENT

Startup Mentor & Speaker for Masters Students

Advisor: Mentored Master’s students on launching businesses, specifically focusing on validating product-market fit through user research.

Content Creator: Revui, a YouTube channel focused on video game UX/UI critique (40,000+ views)

Guest Lecturer: Univ. of Texas, Austin UX/UI Bootcamp

Podcast Co-creator: Read Between the Leading, the largest graphic design podcast circa 2008-2010.

SKILLS

Tools & Technical

- Claude Code
- Figma + Adobe CC
- After Effects + Rive
- Blender + Cinema 4D
- Frontend: HTML, CSS, JS, GSAP
- iOS: Swift, SwiftUI, Supabase
- Unreal Engine 5

Strategy & Processes

- Product Ownership, Documentation & Leadership
- People Management & Mentorship
- Design Ops & Design Systems
- Cross-Functional Facilitation
- Stakeholder Alignment
- Async-Native Workflows
- Agile & Strike Team Leadership
- Rapid MVP Validation
- Heuristic Evaluation.