

Tim Armato

Senior/Lead User Experience and Product Designer

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A senior designer with a passion for innovation and 7+ years experience delivering high-impact UX for B2B and Enterprise platforms. Adept at big-picture thinking without losing sight of the details of the user experience. Combines visual design skills, a strategic perspective, and cross-functional collaboration to build consensus and lead design efforts from discovery through delivery.

Core Skills

Leadership & Collaboration: Cross-Functional Collaboration, Agile Methodologies, Design Critiques, Workshop Facilitation & Training, Coaching and Mentorship

Design & Strategy: SaaS Product Design, Design Systems, Mobile & Responsive Design, Journey Mapping Wireframing & Prototyping, User Research & Testing, WCAG Accessibility, UX Strategy

Tools: Figma, Sketch, AI Prototyping Tools, Jira/Azure DevOps, HTML/CSS

Work Experience

UX Consultant and Designer

1/2025 - Present

Freelance | Minneapolis, MN

- Consulting with a competitive robotics team to improve the quality of scouting data collected during tournaments. Mentoring students through the end-to-end redesign of a critical scouting application, applying user research, human factors and accessibility.
- Optimized a B2B e-commerce experience to improve engagement and conversion rates by refining layouts and creating a more self-evident path to purchase.

Senior User Experience Architect

12/2019 - 3/2024

One10 | Minneapolis, MN

- Owned the UX strategy and design for PerformX, an enterprise SaaS platform used by Fortune 500 clients (e.g., Progressive, Honda, Ford), establishing design standards and user-centered patterns that ensured scalability and alignment across the product ecosystem.
- Drove design maturity and operational efficiency by spearheading the adoption and governance of a design system, resulting in a 33% improvement in design throughput and a more integrated, user-focused development lifecycle.
- Collaborated with Product, Engineering, Sales, and Delivery teams to design brandable product experiences for clients on the PerformX platform, translating complex client requirements into scalable, user-centered solutions.
- Supported continuous improvement and product innovation by consulting with clients and colleagues on content strategy, accessibility best practices, design trends, and emerging technologies.
- Applied insights from design thinking sessions and analytics, turning data into actionable design strategies that improved user engagement and delivered business value.

User Experience Architect

8/2017 - 12/2019

One10 | Minneapolis, MN

End-to-end UX and redesign of the dealer-facing portal for Nissan's Fleet Sales incentive program.

- Planned and conducted user research surveys, interviews, and contextual inquiry
- Created site maps, wireframes, mockups, and developer handoff documentation
- Achieved all proposed KPIs, including increased engagement and a 4% gain in market share within 1 year

UX Designer

4/2014 - 8/2017

AIMIA | Plymouth, MN

- Designed and shipped responsive web and native apps for world-class B2C clients including Pampers and Mercedes-Benz.
- Guided the UX of AIMIA's channel sales platform, coordinating internal UX design efforts with agency partners.

Selected Teaching Experience

Adjunct Faculty (part-time)

1/2020 - 5/2020

Minneapolis College of Art and Design | Minneapolis, MN

- Taught a graduate course in Experimental Interaction, emphasizing concepts of HCI, multi-modal design, and systems thinking.

Associate Professor of Web and Interactive Media

1/2010 - 3/2014

The Art Institutes International Minnesota | Minneapolis, MN

- Served as a subject matter expert and mentor to hundreds of design students, developing curricula and teaching classes on user-centered design, front-end development, project management, and graphic design.

Education & Certificates

Master of Fine Arts, Visual Studies | Minneapolis College of Art and Design

Bachelor of Arts, Geology | Gustavus Adolphus College

Design Leader Accelerator | Maven.com ([certificate](#))

Certified SAFe® 5 Practitioner | Scaled Agile, Inc. ([certificate](#))

Volunteering

Career Mentor and Speaker | UXPA Minnesota

- Advising early career mentees. Presented a session on "Integrating User-Centered Design Into the Product Lifecycle".

One10 DEI Committee, Education Subcommittee

- Created and maintained a library of diversity-related educational resources and current events on company intranet.

Educational Technology Guidance Committee | Minneapolis Public Schools

- Advisory committee exploring telepresence technologies to enhance Special Education services