

Aaron Cox

UI/UX Designer

aaroncox91@gmail.com

www.cooldadstudio.com

318-453-1609

Experience

Marketing & Media Coordinator | Beta Academy

November, 2021 - Present / Houston, TX

- Designed, built, and manage the Beta Academy website to ensure a responsive and user-friendly experience.
- Create and manage content for social media platforms to drive engagement and community growth.
- Provide photography and videography services for events, marketing campaigns, and digital content.
- Produce basic graphic design materials to support branding, promotions, and communications.
- Collaborate with leadership and staff to align digital media efforts with organizational goals.

Freelance Designer, Photographer, & Videographer | Cool Dad Studio

2015 - 2025 / Louisiana and Texas

- Design and build websites for small businesses and startups, focusing on creating user-friendly, brand-aligned digital experiences.
- Provide photography and videography services, including brand storytelling, marketing campaigns, professional headshots, lifestyle shoots, and event coverage.
- Collaborate with clients to develop visual content strategies that strengthen brand identity and drive audience engagement across digital platforms.
- Deliver tailored creative solutions for a variety of industries, including hospitality, professional services, retail, and nonprofits.

Education

Google UX Design Certificate | Coursera

2024 / Online

Associates in Business Administration | Bossier Parish Community College

2012 / Bossier City, LA

About me

Hello! Outside of design, I love staying busy with my various interests. I stay creative and active through playing the drums, shooting film, listening to music, climbing, and playing pickleball. I also love spending time outdoors with my Dalmatian, Birdie! I love doing anything that encourages learning and creativity.

Skills

Design

UX strategy
Wireframing
Prototyping
Information architecture
User flows
Mockups
Responsive design
Accessibility
Design systems
Branding

Research

User interviews
Usability testing
Personas
Competitor analysis

Tools

Design

Figma, Framer,
Photoshop