

AARON TATE

Director of User Experience Design & Research

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User Experience (UX) executive with 20+ years of experience building and scaling design and research organizations into strategic functions that shape product direction, inform business decisions, and deliver durable outcomes. Joined CHG Healthcare as the first UX hire and grew a 21-person team, advancing UX maturity from Level 1 to Level 4 on the Nielsen Norman Group scale. Architected an enterprise design system projected to deliver \$19M in annual engineering and design velocity value, reducing front-end component build time from 30% to 4–6% of engineering capacity. Expertise spans UX strategy, design systems, research operations, design thinking facilitation, accessibility, AI-integrated product development, and executive leadership. Active thought leader publishing on system governance, trust design, and the evolution of UX practice at tateux.com.

WORK EXPERIENCE

CHG HEALTHCARE

Director, User Experience and Research | Jan 2022 - Current

- Built and led a 21-person user experience design and research organization spanning seven major product initiatives across a healthcare staffing platform.
- Architected an enterprise design system projected to deliver **\$19M in annual velocity value**, reducing engineering front-end build time from 30% to 4–6% of capacity.
- Advanced CHG's UX maturity from Level 1 to Level 4 on the Nielsen Norman Group scale through structured discovery, a product triad operating model, and research-informed roadmap planning.
- Championed a shift to native mobile applications for the provider audience after user research exposed critical behavior gaps; mobile adoption now exceeds web portal usage.
- Established UX as a strategic partner at the C-suite level, presenting directly to the CDO, Chief Growth Officer, and VP of Product.
- Primary cross-functional facilitator: running design thinking workshops and roadmap validation sessions that align product, engineering, and executive stakeholders around user-centered outcomes.
- Managed full departmental P&L including headcount, tooling, and talent development; led quarterly budget audits and annual planning with finance leadership.
- Evolving UX into the governing function for AI-integrated product development, reunifying design and research under single leadership and recruiting for behavior-specification capabilities.

CHG HEALTHCARE

Senior Manager / User Experience Manager, UX & Research | Dec 2017 - Jan 2022

- Joined as CHG's first UX hire, transitioning the first digital product from agency to in-house and building the UX function from scratch.
- Grew the team from 1 to 8 designers, built the case for UX Research as a distinct practice, and expanded to a combined team of 8 designers and 4 researchers.
- Co-created a UX discovery playbook standardizing research methodology across all product teams; established shared design standards that became the foundation of the enterprise design system.

EDSURGE

Lead Product Designer | Dec 2015 - Mar 2017

- Led UX strategy, rebranding, and full platform redesign for a venture-backed edtech startup; developed brand identity systems for subsidiary products.

YOUNOODLE

Lead User Experience Designer | Sep 2011 - Oct 2015

- Led platform rebranding and UX strategy across the product suite; translated user needs into organizational product strategy.

FINDFRED

Co-Founder & Lead Designer | Jan 2009 - Sep 2011

- Co-founded a social matching startup; wore every hat from UX design and brand identity to social media strategy and national marketing campaigns across print and digital channels.

EDUCATION

WEST VIRGINIA UNIVERSITY

Bachelors Graphic Design | Aug 1999 - May 2003

SKILLS

Org Leadership:	UX Organization Design & Scaling	Executive Stakeholder Management	
Budget & P&L Management	Talent Development & Mentorship	DesignOps	
Organizational Change Management	OKR & KPI Alignment	Strategic UX:	Design Systems Architecture
Service Design	AI-Integrated Product Development	Behavior Specification	UX Maturity Development
Product Triad Operating Model	Workshop Facilitation		