

# Aaron Tenbuuren

Product & Design Leader, Mentor,  
Manager, Creative Director, Avid Tinkerer

A product-minded creative focused on designing innovative and functional solutions for clients and end users. I've spent the last several years building and managing cross-functional design and development teams capable of delivering large scale and transformational digital solutions for clients at a rapid pace with measured success. Over my time in the professional design industry, I've worked on award-winning redesigns of major travel company and retail energy provider mobile applications, initial releases of start-up apps, pilots for features for Fortune 500 companies, branding and collateral for sporting teams and home-breweries, and more.

In addition to hands-on creation of assets and experiences, I've also built out design team offerings, playbooks, and standards of practice – ensuring that teams are executing at a high efficiency with a unified ethos. Designers, developers, and other co-workers I've had the pleasure of mentoring and managing have grown to be leaders in their respective industries; growing from junior and apprentice levels to senior and leads, being hired as directors of design and dev, or even starting their own companies and businesses.

## EDUCATION

### NORTHEASTERN UNIVERSITY

BFA Graphic Design

Boston, MA

Class of 2013

## PORTFOLIO

[aarontenbuuren.com](http://aarontenbuuren.com)

## CONTACT

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## DRAFTKINGS

Product & Design – Casino, R&D, Sportsbook

Boston, MA

February 2022 – Present

Lead design teams in creation and ideation of innovative and experimental game and social mechanics for a range of DraftKings offerings including standing up Daily Reward challenges, enhancing Social Betting Groups, creating and launching Instant Tennis betting, designing our first iteration of DraftKings Poker – including front end user experience, ops tooling, and fraud prevention software, and working on various initiatives across all DraftKings verticals (Sportsbook, Daily Fantasy, Marketplace, Platform, and Casino). Managed multiple designers and created basis for ways of operating and designing as a team.

## IANACARE

Product & Design Lead

Freelance Design & Research Contractor

Boston, MA

FT January 2021 – January 2022

PT January 2022 – Present

Responsible for driving process from product strategy to roadmap, detailed requirements, and stories. In charge of optimizing a user experience on top of pre-existing design language to create buy-in of the product vision both internally, with customers, and external partners. Work closely with offshore engineering team to deliver product with quick time-to-market and optimized development resources. In the time that I've been part-time freelancing with ianacare, I've been conducting user testing sessions to ensure best user experiences, determine what should be a focus, and validate team assumptions, as well as continuing to build design enhancements of current mobile app and website.

## ACCENTURE INTERACTIVE

Houston Studio Director

Design Director

Houston, TX

December 2018 – January 2021

January 2018 – December 2018

Oversaw Digital Product's Design & Development studio located within Accenture's Houston Innovation Hub. Responsible for managing of, staffing of, and the overall health of the Southwest Digital Products business with a focus on Houston; collaborating and working closely with other studios across the Interactive organization with other Southwest Market Units. Provided Design, Product, and Program leadership on multiple projects at a time; ensuring that the studio would successfully deliver client engagements.

Over the course of my time in this role, the Houston Digital Products Studio averaged \$10m/yr in revenue, delivered on more than 30 engagements, and maintained a group chargeability of over 75%. The studio helped land multi-million-dollar and multi-year Agency of Record deals with Top Oil & Gas companies as well as Large Retail Energy Provider Groups.

During my time running the studio, I grew overall headcount from 6 initial designers and developers in 2018 to over 35 designers, developers, QA members, project and product managers, and go-to-market specialist. This team growth allowed the studio to staff in a pod-based model instead of traditional augmented staffing, and to successfully launch projects for clients such as Wal-Mart, NRG, Shell, and Chevron, to name just a few.

## INTREPID PURSUITS (ACQUIRED BY ACCENTURE IN 2017)

Lead Designer

Boston, MA

January 2014 – January 2018

Lead design engagements and for a range of clients and programs including defining initial application concepts for startup financial institutions, launching connected in-gym experiences, designing applications for leading retail audio companies, and designing award winning experiences for travel agencies. Helped create and define design offerings and best practices; shaping the way we delivered for our clients. Intrepid was acquired in June of 2017 by Accenture, joining their Digital Practice.

## NORTHEASTERN UNIVERSITY

Animation (4D Tools) Lecturer

Boston, MA

January 2014 – May 2017

Taught students the basics of Adobe After Effects through a 1 credit 4D tools class.