

Mr. Aaron E. Martlage is the Design Principal for *Border*. He oversees the user experience design practice guiding clients and teams to create easy-to-use and enjoyable software experiences, with a focus on DesignOps. Border brings an agile team approach to enterprise software development aiding in the modernization of legacy software and creation of innovative solutions for any project. Headquartered in San Diego with a presence in New York City, Border partners with clients on long-term engagements to bring the best distributed talent to the project. Our principals and teams work very closely with our clients to educate, guide and deliver outstanding solutions starting with product strategy and process all the way to front- and back-end implementation.

Border was born from a tourism software startup that Aaron and Matt Massey founded called *Tourrs*. *Tourrs* was a marketplace for anyone to craft, share and make money by creating and selling self-guided experiences on their mobile devices. During the incubation and commercialization of *Tourrs*, the founders realized their approach working in startups and Fortune 500 companies could be the foundation for a unique consulting business focused on bringing design and startup thinking to large enterprises.

Prior to Border, Aaron was Design Director for *Intuitive Company*, a Philadelphia-based design agency. During his tenure he worked with several large clients including: *SunTrust Bank* for which he designed the online banking platform; *Ameriprise* where he designed and prototyped a new financial analyst experience; and telecommunications company *MetTel* where he led the redesign and growth strategy for their expense management software Bruin. Aaron also designed and built innovative internal projects to improve project scoping and management. Intuitive was acquired by *Ernst & Young* in 2015.

Aaron provided independent consulting work for *Sony Electronics* and *Piksel*, a Solana Beach-based agency. With *Piksel*, he acted as Creative Director for the *AT&T U-verse* website *uverse.com* guiding the user experience for browsing, watching and recording television via the web.

With green tech company *Plug Smart*, Aaron was the VP Global Strategy responsible for managing the sales and marketing team, identifying strategic alliances and partnerships, and furthering product and service opportunities in conjunction with emerging markets and trends. He worked with the executive team to bring in a Series A round of funding from *Belkin* to build and sell home energy management hardware and software while simultaneously partnering with *GE* and *San Diego Gas & Electric* to develop smart electric vehicle charging technology. Aaron created a partnership with *TE Connectivity* as a tier one supplier to the automotive industry to manufacture the Plug Smart EV charging cable; the technology was piloted with companies around the country including *Toyota*, *Google*, *Convergys* and *SoCal Edison*.

Aaron joined *Coldlight*, a Philadelphia-based company developing artificial intelligence for deep data mining, as employee number three in the role of Director of Product Design and Marketing. He led the design and development of the system to detect trends in web traffic, electricity

market pricing and banking data while also helping raise capital and establish strategic partnerships. Under his leadership, Coldlight won several awards including Microsoft Start-up of the Day and Philadelphia Chamber of Commerce Technological Excellence. Coldlight was acquired by *PTC* in 2015 to integrate cloud-based AI into the ever-growing portfolio of IoT devices for over \$100M.

Aaron was the executive manager and designer as Design Director for *Electronic Ink*, a software user experience consultancy providing user-centered design and research to Fortune 100/500 companies around the world including *PJM*, *National Grid (UK)*, *Microsoft (Redmond)*, *Microsoft Innovation Centers (UK)*, *Rohm & Haas*, *Bank of America*, *Lincoln Financial Group*, *UBS*, *New York Stock Exchange*, and *Independence Blue Cross*. While at *Electronic Ink*, he designed a visual inspection system for packaging and product assembly lines; led a service design project for a major teaching hospital; designed a black-box data playback system comprised of audio, video, radar and network data; and designed a 9-1-1 emergency dispatch system for which the team won the Design Distinction award from *ID Magazine* and was later displayed as part of the New York Museum of Modern Art exhibit *Talk To Me*.

While employed by the international conglomerate *Siemens*, Aaron led multiple teams of designers and human factors specialists for *Siemens Corporate Research* designing enterprise product user interfaces for the New York Subway Public Address and Consumer Information System, building energy and security management systems, and medical imaging software frameworks in the US, Germany and Hungary. He has coordinated user experience testing globally in Belgium, the Netherlands, Germany, and the US.

Aaron has filed several design and utility patents and is a certified Scrum master. He is a graduate of Boston University where he received a Bachelor of Science cum laude in Communications, Advertising.