



MATT TAYLOR

UX • UI • VISUAL DESIGN

ABOUT

I'm a Cincinnati-based User Experience Designer and Frontend Developer with over 9 years experience specializing in user-centered design practices and the creation of scalable and reusable frontend assets.

SKILLS

PROCESS User research
Competitive analysis
IA design
Card sorts
Paper prototyping
Usability testing
Wireframing
Visual design
HTML prototyping

DESIGN Sketch
Photoshop
Illustrator
InDesign
Omnigraffle
Axure
Keynote

TECH HTML
CSS/SASS/LESS
Mustache Templates
jQuery/JavaScript
GIT
Wordpress
Drupal
Bootstrap
PatternLab

CONTACT

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QUALIFICATIONS

- Adept at designing large-scale applications, user interfaces, websites, online ads, print collateral, and e-newsletters.
- Experience in all phases of project life cycle, including requirements gathering, user analysis, setting product roadmaps, information architecture, usability testing, user interface design, and implementation.
- Capable of working in both agile and lean project methodologies.
- Strong design and production skills with emphasis on scalability, reuse, emerging design trends, visual flair, and accessibility standards.
- Excellent communication, interpersonal, mentoring, and time-management skills.

EXPERIENCE

CARDINAL SOLUTIONS May 2015 - Present
Senior UX & Frontend Development Consultant

- Lead UX designer and frontend developer for a national bank's responsive online banking web application.
- Facilitate UX activities that include open and closed card sorts, usability tests with paper and electronic prototypes, group design sessions, user surveys, and analytics review.
- Design, build and maintain a comprehensive and responsive HTML/CSS pattern library using atomic design principles.
- Work with business analysts, product owners, developers, and stakeholders to drive strategy, define requirements, and deliver on time and on budget for every deadline.
- Participate in client discovery and pre-sale activities that result in project work for our company.

KNOWLEDGEWORKS April 2012 - April 2015
Senior UX Designer • Frontend Developer • Visual Designer

- Provided user experience consulting for a number of internal applications.
- Worked with marketing team to improve user experience for company web properties.
- Produced marketing and branding assets, including sell sheets, email templates, signage, stationary, logos, and microsites.
- Served as product owner, user experience designer, and frontend developer for our custom learning management system used in over 400 schools across the nation.

KROGER April 2007 - April 2012
UI • Web & Graphic Designer • Web Administrator • Support

- Provided support and maintenance for all of the company's 36+ customer-facing websites.
- Developed site architecture, specifications and designed user interface elements and page layout for multiple internal and customer-facing applications and websites.
- Produced all marketing graphics for the Kroger.com redesign, which included all uniquely branded Kroger-owned grocery websites.

EDUCATION

MOREHEAD STATE UNIVERSITY 1996 - 2000
Bachelors of Fine Art with emphasis in Graphic Design, Minor in Ad-PR