

# MATTHEW CUNNINGHAM

Product leader and Interaction Design specialist looking for my next adventure.  
I love to work with friendly teams and build software that empowers.

## **ELEMENTUM**

Supply Chain Suite

## **PRODUCT DESIGN MANAGER**

2019 – 2021

## **LEAD PRODUCT DESIGNER**

2017 – 2019

## **INTUIT**

Small Business Platform

## **PRINCIPAL INTERACTION DESIGNER**

2016 – 2017

## **SENIOR INTERACTION DESIGNER**

2015 – 2016

## **FREELANCE**

Verizon, Mag7, InboundCrowd

## **UX DESIGNER & STRATEGIST**

2015 – 2017

## **USERTESTING**

UX Research Suite

## **LEAD PRODUCT MANAGER**

2014 – 2015

## **ADDTHIS**

Website Plugins

## **SR. UX RESEARCHER & STRATEGIST**

2013 – 2014

## **RTC**

Audi, Abbott, Novo Nordisk

## **UX DESIGNER**

2011 – 2013

## Key Achievements

**+1,200%** engagement  
Audi eNewsletter redesign

**+\$ millions** in renewals  
Cross-functional product leadership

**+100%** on key metrics  
User testing service design

**93%** retention rate  
QuickBooks + PayPal App

**+900%** more leads  
Marketing site redesign

## My Contribution

Performed **heuristic review**, analyzed **business goals**, did **best practices research** and designed **wireframes** for new content and structure of email newsletter

Led and mentored teams, facilitated **brainstorming sessions**, created **customer journey maps**, and devised **Product Strategy, Website Architecture and UI Designs**

Uncovered users' **mental models**, analyzed **back-end processes**, reimagined the **distribution system**, and **convinced executives** to prioritize the change

Conducted in-depth **user context research**, led cross-functional teams in **design workshops**, owned the **full-stack Design**, and ran **usability studies**

Performed **user needs analysis**, implemented full **Interaction Design** process with **user research, journey maps, info architecture, wireframes**, and **art direction**

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## EDUCATION

+ Training & Conferences

MASTERFUL CONVERSATIONS 2018

O'REILLY DESIGN CONFERENCE 2017

SXSW INTERACTIVE 2013

SXSW INTERACTIVE 2010

ADAPTIVE PATH UX IMMERSIVE 2010

UNIVERSITY OF HOUSTON 2002, 2003