

MATTHEW CUNNINGHAM

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SENIOR INTERACTION DESIGNER & STRATEGIST

JUNE 2015 – PRESENT

INTUIT

ACCOMPLISHMENTS

Launched PayPal app for QuickBooks AU earned **millions in revenue**, **93% retention rate**

Architected and designed the experience for the **first-ever Direct Debit** Payment features in QB

Led cross-department initiative to envision the future of all 3rd-party account connections to QB

Established new design patterns to be used throughout the QuickBooks ecosystem

Led product design for integrations for **Australia**, the **UK** and **Canada**

RESPONSIBILITIES

Coordinate internal and external partners to devise QuickBooks integration experiences

Independently devise product design **strategy**, construct journey **flows** and business **logic**

Collaborate with product **developers** in **Agile** Scrum style to execute and iterate designs

Interview, hire, train and co-manage visual, experience and motion graphic **designers**

Plan, moderate, and synthesize results for surveys, interviews, and usability tests

SENIOR UX RESEARCHER & STRATEGIST

MARCH 2015 – JUNE 2015

ONCUE (VERIZON)

ACCOMPLISHMENTS

Dramatically **improved primary navigation labeling** and **architecture** of flagship app

Co-moderated in-field ethnographic study with low vision users & **promoted design principles**

Simultaneously owned projects for mobile, desktop web, and 10 ft. product experiences

RESPONSIBILITIES

Plan and moderate user studies for cutting-edge Omnichannel media experiences

Identify and **illustrate usability issues** and **strategic opportunities** found in testing

Create low and hi-fi wireframes to optimize way-finding and discovery

SENIOR UX DESIGNER & STRATEGIST

OCTOBER 2014 – JULY 2015

INBOUND CROWD

&

MAG7

ACCOMPLISHMENTS

Independently **devised content strategy** for the web and **wrote web-friendly copy**

Independently **architected** and **designed flows** and **UI** for a **new B2B tablet app**

Defined new processes and helped facilitate **project management**

RESPONSIBILITIES

Create **low and hi-fi wireframes** for end-to-end **marketing website** experiences

Turn user **research** and market research into **personas** and **ideal flows**

Craft architecture, interaction and visual **designs for iPhone and iPad apps**

LEAD PRODUCT MANAGER & DESIGNER

JULY 2013 – OCTOBER 2014

USERTESTING

ACCOMPLISHMENTS

Envisioned, promoted, and **evolved UX approach** and design language

Led dramatic website redesign resulting in **38% increase in conversions (+9x more leads)**

Established & coordinated Design Reviews to ensure UX and brand integrity were maintained in all deliverables

Recognized as the **lead promoter of design thinking**, user knowledge and UX tools

Discovered and architected opportunities that **doubled key fulfillment metrics**

Directly managed, guided, coordinated and **mentored Product Managers**

Recruited, managed, art directed, and mentored **world-class UI Designer**

RESPONSIBILITIES

Deliver **strategic UX leadership** for mobile, web and desktop app product designs

Plan, organize, and **lead product strategy** sessions **with CEO and executives**

Devise **continuous process improvements** in a dynamic environment and lead initiatives to **streamline** and **improve efficiency**

Analyze the market through **competitive and user research, feedback** and **analytics**

Architect and **design** interactions from flows through **final UI design and prototyping**

Collaborate with head of engineering to define processes and strategic roll-outs

Coordinate clients, executives, designers, customers, engineers and stakeholders

SENIOR UX DESIGNER

OCTOBER 2011 – JUNE 2013

ADDTHIS

ACCOMPLISHMENTS

Led UX strategy in building innovative experiences and consumer quality UX to millions of websites around the world

Established user group and robust testing and tracking processes

Led UX Strategy for Menu Sign-In and Smart Layers products

RESPONSIBILITIES

Research, concept, design, and monitor the experience and effectiveness of the website and popular social plug-ins

Lead UX strategy throughout the organization by promoting user research and design

Provide creative solutions for all products from concept to completion

LEAD PRODUCT MANAGER & DESIGNER

MAY 2011 – OCTOBER 2011

GEOSTELLAR

ACCOMPLISHMENTS

Uncovered new opportunities to generate revenue from complex data assets

Introduced user-focused research, design and scrum **process**

RESPONSIBILITIES

Strategize, design, and deliver innovative digital products for the solar industry

Prioritize product features and **lead front-end engineering** team

UX DESIGNER

FEBRUARY 2008 – MAY 2011

RTC

ACCOMPLISHMENTS

Designed changed that **increased profitability** of the Audi email newsletter by **1300%**

Led UX strategy in pitches that **won \$15+ million in new business**

RESPONSIBILITIES

Work with internal partners and external clients to **deliver digital experiences that meet goals**

Perform research, QA, and thoroughly document business logic flows