

MATTHEW CUNNINGHAM

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

ELEMENTUM

Supply Chain Suite

HEAD OF DESIGN

2019 – PRESENT

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

+\$15 million in new biz
UX Strategy for CRM proposals

+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

Collaborated with marketing team in **brainstorming sessions**, created **customer journey maps**, and devised **Web Strategy, Website Architecture** and **UI Designs**

Uncovered users' **mental models**, analyzed **back-end processes**, reimagined our **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**

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