

# matt gillespie

## User Experience Designer

hello@mattgillespie.com

www.mattgillespie.com

linkedin.com/in/mattygillespie

540 553 4388

## skills summary

**7+ years of hands-on experience** in all phases of product strategy, design, and development. Passionate about creating experiences that delight users and make a memorable impact in their daily lives.

**Owns the big picture down to the smallest detail.** Excels working on holistic strategy for multi-platform products and delivering pixel perfect HTML & CSS. Experienced in UX, UI, interaction, and visual design, front-end development, product strategy, and everything in between.

**An eye for design, a mind for usability, and a motor for deadlines.** Accustomed to working in an agile environment where change and adaptability are key. Drives innovation towards established business goals with user-focused strategy, effective experience design, and pixel perfect visuals.

## experience

### OneRoof Energy - User Experience Designer *since 2013*

- Created a brand new product experience to drive residential solar sales leads through a responsive web application. Delivered the MVP version to stakeholders on time and under budget.
- Corporate partnership deals doubled with the release of the flagship product. Convinced management to invest heavily in user experience as a company culture, not just a job title.
- Crafted a vision for 2.0 version of the industry-changing web application in an agile/scrum environment with constantly shifting team-dynamics, priorities, and an ever-evolving schedule.
- Owned all aspects of UX design, UI design, branding, messaging, and graphics in the initial MVP. Mastered Git, HTML, and CSS while implementing the Bootstrap CSS framework to deliver a responsive experience in the application. Assisted in deployment of multiple releases leading up to the final deployment.
- Worked directly with senior executive stakeholders on strategy in the absence of a direct supervisor by creating new features, initiatives, and innovations for future iterations of the product.
- Conducted user research and testing while leading a working partnership with a local digital media and analytics shop in an effort to gather more comprehensive user metrics and usage data.
- Introduced a design-centric team culture, moving away from necessity-driven development to user-driven design by introducing user research, experience-focused and modern design practices.

## Modea Digital Agency - Interactive Designer 2010 - 2013

- Designed beautiful, effective, results-driven websites. Constructed digital interfaces and multi-channel advertisements for a digitally-focused, Virginia-based agency startup with an impressive client list.

**Duke Medicine** Art directed, designed, and crafted a modern, responsive experience for a complete overhaul of the flagship digital property of one of the nation's leading healthcare providers. Set the initial brand refresh direction, devised a style guide, and set interaction design standards.

**Verizon Wireless** As part of a team, created the experience and interaction designs for an industry leading, step-by-step how-to simulator for mobile devices, on mobile devices.

**Chiquita** Worked closely with a small team, but conceptualized, wire-framed, and designed a Facebook-based flash game from end-to-end mostly on my own. In 3 weeks the Chiquita Apple Trap-per game was played 10,000 times with a 98% completion rate and 1700+ shares on social platforms.

**Moveline** Delivered user flows, content flows, and wireframes to an ongoing project. Applied an existing style guide to my designs in an effort to create an industry-changing application.

- Rotated between clients, overhauling user flows and interaction designs for in-progress projects. These interactions helped realign the projects with initial goals and increased usability.
- Crafted multiple advertisements and advertising campaigns, both traditional, digital, and rich media, for our clients, doing everything from initial sketches and image adjustments to copy-writing and proofing.
- Shared design and management roles with team members through fluctuations in team size and structure.

## FourDesign - Designer & Project Manager 2008 - 2010

- Led a team of student designers to create print and digital advertisements, as well as collateral and publication design for local companies. Managed multiple projects and team resources.
- Designed, edited, and delivered a view-book containing the 25 year retrospective of Virginia Tech's largest research and academic achievements.

## education

### Virginia Tech, School of Visual Arts - BFA in Visual Communication Design

## tools of the trade

Axure RP 7.0, Omnigraffle, Visio, Balsamiq Mockups, Git, HTML, CSS, WordPress, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, UserTesting.com, UsabilityHub.com, Adobe Premiere, Camista, iMovie

- Learning: Sketch, jQuery, JavaScript, Swift, SASS, LESS, Python