



MATTHEW  
FARQUHARSON

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## UX/UI Designer

Minneapolis, MN

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## Summary

With a passion for user research and information architecture. I think that by studying and observing cognitive and behavioral patterns, one can design an experience with the ability to influence human behavior. If you're interested in working with someone who values the importance of designing user centered products while improving the ROI of a company, please reach out. I'd love to talk with you.

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## Projects

### Ballistic | May 2020

#### Lead UX / UI Designer

Ballistic is a mobile marketplace app designed for the modern gamer. Users can purchase games, customize their preferences, and stay up to date with the latest industry trends.

### Kudu | March 2020

#### Lead UX / UI Designer

Designed for both desktop and mobile devices, Kudu is a social media management platform that empowers digital content creators to manage, share, and track their assets.

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## Experience

### Thinkful Apprenticeship | Product Design Flex | October 2019 – June 2020

- Learned industry best practices and design process standards with a focus on UX research, visual design, and front-end development.
- Created and deployed projects while learning new tools and frameworks by collaborating several hours every week with a lead product designer at AWS.

### Quinn Violins & Fret Central | Sales Representative | May 2018 – Present

- By familiarizing myself with common customer questions, I made it my goal to design user centered product listings that enabled customers to make online purchases without any assistance.
  - After doing this, the music shop noticed an increase in online sales, and experienced their most profitable quarter of their 20+ years of business.
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## Education

### University of Colorado, Boulder

Bachelor of Music, Violin Performance  
GPA: 3.6 | 2013 – 2018

## Skills

User Research  
Wireframing  
Prototyping  
Figma  
InVision

User Flows  
Mockups  
Usability Testing  
Sketch  
HTML/CSS