

# Matt Eriksson

## UX Designer

Highly motivated problem solver dedicated to creating practical and engaging user experiences. A passion for user-centred design to solve complex issues as guided by research, testing and analysis. Bringing an entrepreneurial spirit, team-player mindset and passion for design cultivated as a project lead across hundreds of creative projects.

### PORTFOLIO

[www.matteriksson.com](http://www.matteriksson.com)

### CONTACT

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### RELEVANT EDUCATION

#### Certified UX Designer

Careerfoundry, July, 2019

Over 500 hours of intensive UX design training working on real-world projects, specialising in UX process and methodology. Additional specialisation in Frontend Programming learning HTML, CSS and Javascript.

#### Frontend Development

Careerfoundry, October, 2019

Frontend specialisation for UX Designer. Languages included HTML, CSS, Javascript. Course also covered responsive layouts and GitHub.

#### UX for Voice

LinkedIn Learning, November, 2019

introduction to UX design for voice-directed AI. Explores the frameworks and tools available to UX designers and developers to engineer more successful interactions with voice-activated systems.

#### B.A. Communications

Kean University, New Jersey, US

Degree in Communications. Graduated top of class resulting in selection for placement at Warner Bros-affiliated broadcaster post graduation.

### TOOLS

Sketch  
Principle  
Invision Studio  
Prott  
Balsamiq  
Adobe XD  
Adobe Photoshop  
Adobe After Effects  
Adobe Premiere Pro

### SKILLS

User Research  
User Personas  
IA  
Wireframing  
Prototyping  
User Testing  
UI Design  
HTML  
CSS

### LANGUAGES

Fluent in English and Swedish

### PROFESSIONAL EXPERIENCE

#### Stormbound Creative / UX Designer & Creative Project Lead 2018 - Present

- Led the development of webapp tracking range of behaviours in canines for use as tool in training. Project includes customer interface and an admin dashboard for management, tracking and data retrieval. Process involved developing objectives, research, working with stakeholders, IA, user flows, wireframes, testing and prototypes.
- Researched, designed and prototyped app for meditation professional to promote and build their business. Worked on branding, conducted user testing and compiled deliverables for further development.
- Conducted research and interviews for government online safety initiative for young adults. Conceptualised, developed and wrote copy for project which led to commission and positive response from client and users.
- Conducted research, interviews and presented findings to large studio on workflow, creative portfolio, technical pipeline and future forecast to maximise potential ahead of expansion. Resulted in additional requests to conduct workshops and develop other business areas.
- Led production of pilot titles and returning series for large broadcaster. Development included conducting focus groups, facilitated workshops, testing, implementing data and stakeholder feedback. Also advised on usability, design and testing for online UGC feature.

#### The Walt Disney Company / Manager of Creative & Production 2008 - 2018

- Established and led agile production team to meet the need for locally produced content resulting in a respected 'go-to' production hub for broadcast, digital, other LOBs and territories within the company.
- Continually adapted and streamlined production pipeline to fulfil growing demand from emerging platforms and shifting audiences resulting in up to 60% cost savings over other company production units.
- Worked closely with digital teams in development and testing of multiple digital initiatives covering mobile and desktop.
- Implemented new creative on and off-air strategies to support company's brand initiatives while growing audiences, culminating in the delivery of some of the channel's most watched branded content across multiple platforms.
- Supervised creative and production teams throughout the full production process from research and ideation to testing and delivery to deliver business goals and brand values while ensuring highest production value.
- Led stakeholder meetings to inform and build confidence with internal stakeholders including legal, compliance, finance and marketing while managing external agencies and freelancers.

#### The Walt Disney Company / Creative Manager 2006 - 2008

- Managed team of 16 producers in delivering on-air creative, branding elements and off-air marketing to briefs and brand guidelines for UK, EMEA and Nordic markets.
- Commissioned and oversaw the development, testing and launch of multiple digital initiatives such as video on demand players, online games and interactive webapps.