

Matt Eriksson

UX Researcher & Designer

Highly motivated researcher and designer dedicated to helping create practical and engaging user experiences. A curiosity about people and their motivations along with a passion for the holistic UX process to help solve complex issues. Brings an entrepreneurial spirit and team-player mindset cultivated across hundreds of projects.

PORTFOLIO

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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
Overflow
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 / Freelance UX Designer

2018 - Present

- Product development of app for business tracking range of behaviours in canines. Process involves defining business objectives, user research, working with stakeholders, IA, user flows, wireframes, testing and prototypes.
- UX Designer for Ignite Hubs online learning platform aimed at children and young adults.
- UX Designer at one of London's largest not-for-profit organisations supporting with research and UX across web, app and new initiatives.
- Researched, designed and prototyped app for meditation professional to support clients and build the business. 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 feedback.
- Conducted research, interviews and presented findings to large studio on workflow, creative portfolio, technical pipeline and future forecast to ahead of business expansion.
- Led production of various titles and social media projects for broadcaster. Development included conducting focus groups, facilitating workshops, testing and stakeholder feedback. Also advised on usability and design strategy.

The Walt Disney Company / Manager of Creative & Production

2008 - 2018

- Established and led agile production team within company to meet the need for locally produced content resulting in a '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 audience patterns resulting in cost savings over other company production units.
- Worked closely with and advised digital teams in development and testing of digital initiatives covering mobile and desktop.
- Conducted interviews, focus groups and testing as well as analysed and utilised commissioned research for purposes of content development.
- Supervised creative and production teams throughout the full production process from ideation and iteration to testing and delivery based on business goals and brand values while ensuring high 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 / Manager of New Media & Creative

2006 - 2008

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