

# Matt Eriksson

## UX Designer

Highly motivated and results-driven UX Designer dedicated to creating practical and engaging user experiences. A passion for human-centred design and a holistic approach to the iterative process. Bringing an entrepreneurial spirit and team-player mindset cultivated as a the creative lead of more than 150 projects in the field of media production.

### PORTFOLIO

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

### CONTACT

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### RELEVANT EDUCATION

#### Certified UX Designer

Careerfoundry, September, 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.

#### Coding Bootcamp

The App Brewery October, 2019

Coding bootcamp on Udemy platform teaching HTML, CSS and Javascript. Learning best practices using current technologies, frameworks and software.

#### Google Analytics for Beginners

Google Analytics, October, 2019

Course details implementing tracking code, analysing data, setting up filters, dashboards, goals and campaign tracking.

#### 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 / Owner

2018 - Present

- Led development and production of pilot titles and returning series for large broadcaster. In addition to creative development tasks included working with research team to conduct focus groups, compiled and implemented stakeholder feedback and facilitated debrief sessions.
- Conducted research and provided guidance to large studio on creative portfolio and identified efficiencies to production pipeline and future forecast ahead of expansion. Resulted in additional requests to train staff and further develop creative areas within company.
- Conducted research and interviews for government online safety initiative for young adults. Developed and scripted concept for films which led to commission and positive response from client and target audience.
- Project-managed and creatively led lifestyle project for major studio to launch Europe-wide social media initiative featuring 18 influencers from 8 countries. Project exceeded its target reach by the first day of launch.
- Project-managed and produced 6-hour live streaming broadcast working with production, designers, scripting and directing of talent. This quick turnaround project received positive feedback from audiences resulting in further job opportunities with client.

#### The Walt Disney Company / Manager of Creative & Production

2008 - 2018

- Established and grew production department to meet the need for locally produced content resulting 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.
- Implemented new creative on and off-air strategies to support company 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 ideation to delivery to deliver award-winning content to briefs and brand values while ensuring highest production value to cost.
- 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.