Matilda Asuzu

Product and UX Designer

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PROFILE

Product and user experience designer well-versed in creating software products for web, mobile, and voice. Success in the real estate, e-commerce, and government industries for enterprise-level to startup companies.

TECHNICAL SKILLS

• UX strategy	• Interaction design	• User flows
• Requirements specification	• Visual design	• Sketch
• Information architecture	• Wireframes and prototypes	• InVision

RELEVANT EXPERIENCE

Jan 2020 - Present | **User Experience (UX) Designer** - *RE/MAX, LLC*

As a UI/UX engineer for RE/MAX Holdings LLC, I support RE/MAX and Motto Mortgage franchise agents and brokers by designing intuitive user experiences for their software products.

- Research
    - Conducted user interviews to understand how app integrations fit into daily workflow for agents and brokers.
    - Conducted usability tests to understand agent and broker workflow for referring business to other network members.
    - Conducted competitive analysis to determine best practices for connecting clients to franchises.
    - Conducted desirability study to test visual designs for brand alignment.
    - Wrote design user stories based on usability test research findings.
- Design
    - Reduced steps for agents to refer clients by re-designing the referrals feature for MAX/Center customers.
    - Reduced time to find resources by re-designing the search user flow for MottoCenter customers.
    - Simplified data reporting for Motto Mortgage operations staff by streamlining intranet forms and transforming multiple spreadsheets into a data dashboard.
    - Increased brand credibility for Motto Mortgage by designing resource pages for their consumer website.
    - Increased UI consistency by developing and maintaining a design system for Motto Mortgage and RE/MAX franchise intranet.
- Leadership and Management
    - Led cross-functional affinity mapping and design workshops for research observers.

- ○ Led cross-functional workshop on using InVision in the feedback and development processes.
- ○ Analyzed UX team processes for gaps and inefficiencies and proposed plan for improvements.
- ○ Introduced and taught Lean UX practices to create team alignment on user and business problems.

Jan 2020 - Present | **Co-founder** - *Aprenti Digital Ltd.*

As the co-founder of Aprenti Digital Ltd., I'm building an experience design and software development consultancy that ignites business growth and builds exciting opportunities for technologists seeking impactful careers.

UX Design and Software Development - *Contracts*

- 2019 - 2020 | **New application feature user research** - *Bulb, Inc.*

    Determined viability and strategy for new feature development for the digital portfolios product.

- 2019 | **Flight plan management software re-design -** *Jeppesen*

    Conducted remote usability tests to find software pain points.

    Designed wireframes and high-fidelity mockups for web-based flight data conversion tool.

- 2019 | **Website layout design -** *Personality Profile Solutions, LLC*

    Re-designed website layout following content strategy provided by Common Marvel.

- 2017 - 2018 | **E-commerce UX design and web development** - *Occipital*

    Generated 2x mobile app sales by designing and building a product upsell feature.

- 2016 - 2017 | **Voice interface design and development** - *Crestone Digital, LLC*

    Designed and built the foundation for an Amazon Alexa Skill following Amazon voice interface guidelines. Skill provides 300K+ Douglas County residents on-demand updates on county news and events. Technology was later bought by Xentity, a data-first consulting firm.

- 2012 - 2013 | **Mobile app design and project management** - *Aerospace Alliance*

    Managed 2 independent contractors and designed an iOS/Android mobile app for business development professionals in the defense/space industry.

VOLUNTEER AND COMMUNITY ACTIVITIES

UX Mentor, offering mentorship sessions to UX professionals

2019 Go Code Colorado Winner, Designer for "Mixr: Pavement Pricing and Forecasting Analytics" by Team Sucesso

Marathon Finisher, Kaiser Permanente Colfax Marathon

Half-marathon Finisher, Labor Day Half-marathon

Half-marathon Finisher, Platte River Half-marathon

Volunteer, Humane Society of the South Platte Valley

EDUCATION

Master of Arts (MA), Emergent Digital Practices (digital media) - *University of Denver, Denver, CO* - Master's Thesis: Sociological study of dance through data visualization