

# Matthew Lyles

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## Core Expertise:

- Designing excellent UI for Web and Mobile based applications
- Building highly interactive prototypes for use in user testing.
- Creating wireframes & documenting user workflows
- Iterative design methodologies for quicker testing and design validation
- Visual Design, UX, Interaction, Frontend Development, Prototyping.

## Technical Overview:

**Tools:** Sublime Text, Sketch, Marvel, X-Code, Office

**Development:** jQuery, Javascript, HTML5, CSS3, Github, Terminal

**Platforms:** MAC, Windows

## Work Experience:

**Chatter Commerce / Shop Chat app** Feb. 2016 - Current  
Creative Director

- Leading all of mobile app design, strategy, visual, interaction, prototyping.
- Rapid prototyping to validate design early and often, moving fast and efficient.

**Zenefits** Feb. 2016 - Current  
UX/UI Designer

- Lead growth product design
- Rapid prototype concepts for quicker more realistic user testing.

**Constant Contact** Nov. 2014 - Feb. 2016  
Senior Product Designer / Mobile & Social

- Concepting and developing product designs.
- Rapid prototype development for quicker more realistic user testing.

**eBay | PayPal** Aug. 2012 - Nov. 2014  
Senior Mobile Visual & UX Designer

- Design UI wireframes and user interaction flow documents
- Design and spec the UI for mobile native applications
- Educating best user experience practices to fellow team members and product managers
- Asset allocation and organization for company wide distribution

**ADP | Cobalt Group** Aug. 2009 - Aug. 2012  
Lead Mobile Visual & UX Designer

- Design UI for core mobile websites, applications and widgets
- Develop front-end ui prototypes for agile development team to reference
- Educating best user experience practices to mobile managers and developers
- Consult Product Managers on best practices for mobile devices

**Microsoft ZUNE, Contract** July. 2009 – Aug. 2009  
Front end Flash / UI Prototype Developer

- Prototype build UI modules for Zune.net using Flash, jQuery, Javascript, CSS, HTML.