

MATTHEW FRANCISCO AGUILA

SENIOR UX DESIGNER

PORTFOLIO

 matthewfranciscoaguila.com
 dribbble.com/matthewaguila
 linkedin.com/in/mattaguila

CONTACT

11920 98th Avenue NE #113
Kirkland, WA 98034
t: 206-354-0112 | e: ux@matthewfranciscoaguila.com

TO:
Bill & Melinda Gates Foundation
440 5th Ave N.
Seattle, WA 98109

FROM:
Matthew Francisco Aguila
UX Designer

DATE:
October 7th, 2016

To whom it may concern,

I am a User Experience Designer previously working at Microsoft and am now looking for a new opportunity.

The Bill & Melinda Gates Foundation interests me because of it's unique ability to link my work directly to the improvment of poverty, health and education for billions of people. I would love the opportunity to be part of the pool of resources and expertise that bring together the vision of change so apparent with this foundation.

I design UX because there is a level of intellectual engagement that keeps me focused, stimulated, and always learning. I'm driven by the challenge of complex problem solving and take pride in the fact that even small gains can create major impacts on large scale applications.

I earn results through a well rehearsed process of research and strategy, information architecture, wireframing, prototyping, HTML & CSS3 coding, usability testing, and visual design. I excel in agile/lean environments and appreciate iterative process in design.

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(206) 354-0112
<http://www.matthewfranciscoaguila.com/>

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EXPERIENCE

Microsoft, Azure

December 2014 - June 2016

● Senior UX Designer

Comprehensive tools for the Azure cloud including incident management, analytics, monitoring and diagnostics.

- Hired as sole designer responsible for all UX on the cloud engineering incident management and analytics tools.
- Created a unified responsive experience and style guide across all tools in the space.
- Participated in team scrums, planning, reviews and retrospectives
- Conducted user research interviews to test redesigns with on-call engineers.
- Associated new designers with unified styling for the Azure incident management product.

Aguila Interactive

2013-2014

● Freelance Designer

Full service design, including print, web and identity design.

- Served a dozen small to medium businesses with identity design.
- Designed UX for web applications for Luna Azul Photography, Kermitz, and others.

Getty Images

2011 - 2013

● UX Designer

First stock photography company to create an online platform for images, video and music.

- Responsible for participating in all phases of the UX development process(Opportunity identification, conceptualization, design and implementation).
- Effectively communicated interaction and design ideas through sketches, flow charts, site maps, wireframes, finished screens, specs and prototypes.
- Evaluated the effectiveness of new and existing products while making suggestions for change and collaborating with research, analytics and development to test and iterate designs.
- Participated in team scrums, planning, sizing, story writing, reviews and retrospectives.
- Conducted user research interviews to test prototypes, collect data and create personas.

Education Dynamics

2007 - 2011

● Lead Interactive Designer

Online education advertiser focusing on lead generation, UX and conversion based form design.

- Interacted with internal clients and external vendors with clear communication.
- Took ownership of highest priority projects from the initial meeting through final production.
- Practiced an entrepreneurial mind-set in a fast paced environment to maintain speed, creativity and pragmatic choices.
- Trained new hires and interns in best practices of conversion design and front end languages.

EDUCATION

Brooks Institute

2003-2006

● Bachelor of Arts, Visual Communication

School of Visual Concepts

2008-2016

● Sketch 3, Adobe After Effects, Actionscript 2.0

REFERENCE

Jason Wilson

Senior Business Analyst, Tableau

T: (425) 208-9458

E: jwilso@gmail.com

EXPERTISE

User Research

Usability Testing

Prototyping

Responsive Design

HTML/CSS