MATTHEW FRANCISCO AGUILA

SENIOR UX DESIGNER

PORTFOLIO

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

CONTACT

7720 Earl Ave NW, Seattle,
WA, 98117
t: 206-354-0112 | e: ux@matthewfranciscoaguila.com

EXPERIENCE

Microsoft, Azure
December 2014 - Present

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