

# MATT AGUILA

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## EXPERIENCE

### UX DESIGNER *Getty Images, 2011-2013*

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

- Responsible for participating in all phases of the UI development process.  
(Opportunity identification, conceptualization, design, documentation and implementation)
- Effectively communicated interaction and design ideas through sketches, site maps, wireframes, finished screens, and prototypes.
- Evaluated the effectiveness of new and existing products to make constructive suggestions for change.
- Collaborated with stakeholders, user research, analytics and development departments to test and iterate designs.
- Participated in team SCRUM, planning, sizing, story writing, reviews and retrospectives.
- Conducted user research interviews to test prototypes, collect data and create personas.

### LEAD INTERACTIVE DESIGNER *Education Dynamics, 2007-2011*

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

- Interacted with internal clients and external vendors on a daily basis.
- Ownership and completion of all high priority projects.
- Maintained speed, creativity and pragmatic choices within a fast paced environment.
- Trained new hires and interns in best practices of conversion design and front-end languages.

### PRINT DESIGNER *CR Print, 2006*

Full scale print shop with 30 years of experience. State of the art equipment and technology.

- Creative director and designer for all in-house design projects.
- Gained working knowledge of the printing process and technique.

## SKILLS

**SOFTWARE** *Coda, Fireworks, Photoshop, Illustrator, InDesign, Flash, After Effects, Omnigraffle, Justinmind, Axure*

**LANGUAGES** *HTML, CSS3, jQuery, Actionscript 2.0, Javascript, XML*

**ADDITIONAL** *Agile Methodologies, Responsive/Adaptive design, Progressive enhancement, Web Standards, SEO, CMS*

## EDUCATION

**BACHELOR OF ARTS, VISUAL COMMUNICATION** *Brooks Institute, 2006*

**AFTER EFFECTS CS4** *School of Visual Concepts, 2009*

**ACTIONSCRIPT 2.0** *School of Visual Concepts, 2008*

**AN EVENT APART CONFERENCE** *2009, 2012*

**ADOBE MAX CONFERENCE** *2010*

**HOW DESIGN CONFERENCE** *2008-2009*