

Matthew Crom

User Experience Research & Design

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 mattcrom.com

WORK EXPERIENCE

User Experience Analyst - CapTech

Richmond, VA | Sept. 2018 - Oct. 2019

- Utilized a strong knowledge of information architecture, interaction design, user centered design, and user research methodologies to aid clients in redesigns or optimizations of their product(s).
- Performed stakeholder interviews, customer interviews, usability research, card sorts, and tree tests to deliver researched based suggestions.
- Translated learnings from research into wireframes to be utilized in research, or in the design process.
- Assisted visual designers and developers in the translation of research and wireframes into new and improved products.
- Planned, managed, and executed planning and creative sessions with clientele

User Research Lead - INM United & Padilla

Richmond, VA | Mar. 2014 - Aug. 2018

- Pursued client retention, engagement, and strategy through ongoing communication and analysis.
- Strategically performed KPI development and tracking, stakeholder interviews, customer interviews, usability research, competitive analysis, and backlog management.
- Planned, managed, and executed planning and creative sessions with clientele.
- Assisted Designers and Developers in the translation of research into new and improved products.
- Managed Design and Development teams to strategically estimate, shape, and execute solutions

Contract Worker - Virginia Department of Health

Richmond, VA | June 2013 - Feb. 2014

- Assisted in the coordination of the Virginia Youth Survey.
- Conducted survey implementation in schools across Virginia.
- Coordinated and schedules with over 200 schools
- Utilized InstantAtlas to visually represent BRFSS data for the state of Virginia

ACCOMPLISHMENTS

- Established user experience research position at INM United & Padilla.
- Implemented and iterated on best practices for user experience researcher position.
- Performed user experience research for businesses ranging from local startups to international companies.
- Conducted research for and managed the redesign of a luxury clothing brand's website, increasing conversions by 40%.
- Presented a Case Study on Google Design Sprints to the Richmond Product Management Group.

INTRODUCTION

User Experience Researcher & Designer with 8+ years planning and executing digital research projects, translating findings into wireframes, and leading multidisciplinary teams across the entire product life cycle.

PROFICIENCIES

Process

Content analysis, card sorting, tree tests, usability interviews, persona creation, information architecture audits, wireframing

Tools

Content analysis, card sorting, tree tests, usability interviews, persona creation, information architecture audits, wireframing

Methodologies

Content analysis, card sorting, tree tests, usability interviews, persona creation, information architecture audits, wireframing

EDUCATION

Pennsylvania State University
BS in Human Development
Graduated May 2011
University Park, PA

HOBBIES

Playing video games, reading, Cosmology, guitar, candle making, and one other thing to fill this space

References available upon request