Matthew Simo

matthew.a.simo@gmail.com   817-403-0990   5622 Abundant Life Lane, Houston, Tx 77048

I'm a UX Designer & Full Stack Developer who is passionate about creating great products with excellent user experience. I believe a user-centered perspective is essential for successful projects.

Experience

LEAD DEVELOPER, LIFTUX – FEB 2012 - PRESENT; MCKINNEY, TX (REMOTE)

Lead & manage development teams for client & internal projects. Design, architect & implement tailor-made digital products. Strong emphasis in technical expertise, documentation & communication for user experience projects with global clientele.

WEB DEVELOPER, PIXELFISH INC. – OCT 2011 - FEB 2012; TORRENCE, CA (REMOTE)

Collaborate with design and engineering teams to create, maintain and optimize internal company products and web interfaces. Primary goals were to increase customer retention and enhance user experience.

LEAD DEVELOPER, MAY – SEPT 2009 - OCT 2011; MURRIETA, CA (REMOTE)

Led development, implementation, and delivery of projects while working with a remote agile team to satisfy client needs on time and under budget. I had the privilege to manage a small development team while collaborating with designers to meet project requirements and deadlines.

DESIGNER & DEVELOPER, MATTHEW SIMO DESIGN AND DEVELOPMENT – 2006 - PRESENT

Worked with individuals and agencies utilizing multiple web technologies on projects of varied sizes and budgets. Strong focus on communication and discerning client's needs and collaboration with them to reach their business goals.

Education

University of Texas at Dallas – Bachelor of Arts in Art and Technology; 2007

Skills

FRONT-END RELATED

Expert knowledge in XHTML, HTML5, CSS, Sass, LESS, Javascript, jQuery, Coffee Script, AngularJS, Backbone.js, various templating engines. Working knowledge in other front-end application software such as Knockout, Ember, React.

BACK-END RELATED

Expert knowledge in PHP, Wordpress, MySQL, NodeJS, Unix, NoSQL DBs, RESTful Environments. Working knowledge in Ruby & Rails. Brief but growing experience with Obj-C & Swift, focusing on iOS environment.

WORKFLOW RELATED

Expert knowledge in Terminal, Bash, Vim, version control systems (Git, Mercurial, & SVN) & NodeJS tooling (Grunt/Gulp/NPM/Bower). Daily use of Sketch & Adobe Creative Suite, with primary focus on Photoshop & Illustrator.

Notable Projects

AMCTV - MADMEN THE FAN CUT

Led architecture, development, interactive & API design for AMCTV's MadMen The Fan Cut Project. Worked closely with AMC Marketing & Digital teams to increase user engagement for this social/marketing site. Built a high-traffic interactive site to allow users to reshoot episode 1 of AMCTV's MadMen show while giving AMC community & content managers tools to review and publish clips so they could compile entries into promotional content to increase viewership of final season.

AMCTV - TURN: WASHINGTON'S SPIES INTERACTIVE MAP SEASON 1

Led development & interactive design for AMCTV's Turn: Washington's Spies interactive map project. Lift designed & implemented an AngularJS single page application that enabled AMCTV's team to easily update week to week to enhance the depth of the show's historical content with a highly interactive SVG map.

AMCTV - BLOG MIGRATION

Led development & asset/database migration of a more than decade old multi-blog Moveable Type installation to the latest WordPress. Saved time and money by improving editor workflow. Client then had ability to effective develop show brands.

eBAY - DAILY DEALS BLOG

Led development of custom theme & plugin for WordPress site to showcase daily deals with expirations for a global audience. Worked to give non-technical client employees capability to manage and maintain realtime deals to promote sales of products.

AMCTV - WALKING DEAD & BREAKING BAD STORY SYNC

Contributed to development & interactive design of AMCTV's Walking Dead & Breaking Bad Story Sync, a real-time second screen experience. Implemented new features & optimized existing technology to enhance user engagement in the second screen experience.