Hello, my name is Matthew Hiller

I'm a Minneapolis-based software engineer, UX designer, and graphic designer.

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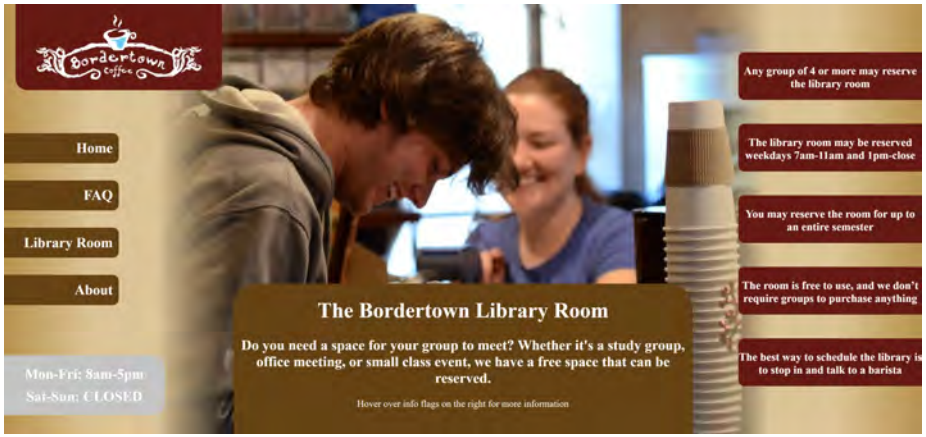
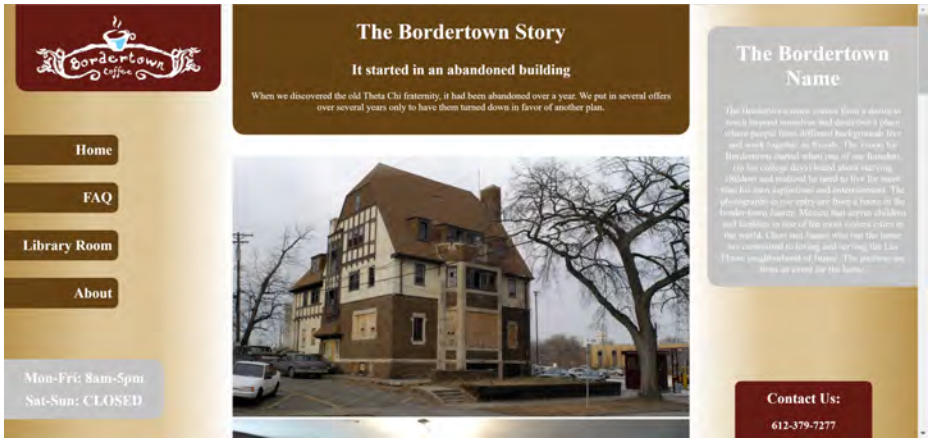
I'm passionate about using cutting-edge technologies to enrich peoples' daily lives and creating beautiful and functional applications.

Bordertown Redesign

Click here to visit the website and experience the full functionality!





Background

I redesigned the website for a local coffeeshop from scratch using HTML, CSS, and Javascript.

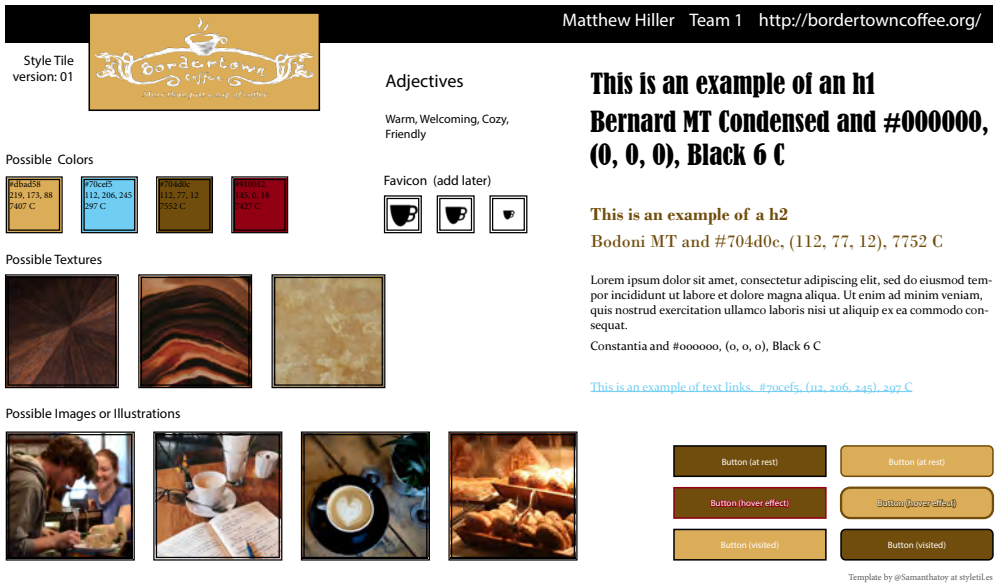
Objectives

- Make all critical information and operations easily accessible to users
- Convey the unique atmosphere and story of the coffeeshop through visual design

Bordertown Redesign

Initial Research

I started the design process by identifying key tasks and scenarios for the website, as well as creating a persona for a typical user.
I also mocked up a moodboard to start generating visual ideas and to provide a guide for future design decisions.



Key tasks

1. Menu
2. Reserve Library room
3. Parking
4. Find cafe Location
5. Checking hours

Scenarios for key tasks

1. A Customer was trying to see whether the shop offers macchiatos. However, when they were unable to locate the menu online, they decided to go to a different coffee shop that they were more familiar with.
2. Student group needs to find open times to reserve a study space for next Tuesday.
3. A customer is from out of state, looking for a cafe to do some work at. They want to know what parking looks like over there, and for what price.
4. A student needs to find a coffee shop close enough to stop by in between classes.
5. A student needs to find a place to study during finals at 3 am and is wondering if there's a coffee shop open near them.

Steve McDicheal

Occupation: Student, part-time librarian
Age: 21
Education: Seeking bachelor degree
Income: $10,000
Interests: Environmentalism, slam poetry, jiu jitsu, outdoor sports
Attitude: Happy-go-lucky, hardworking but good-humored

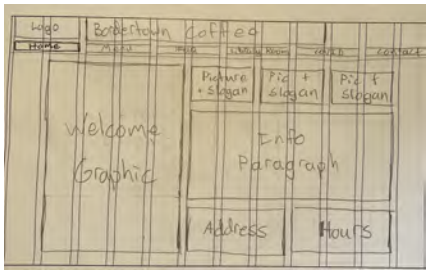
Web Use
Length: 6 hrs/day
Frequency: very frequent
Primary point of access: Phone
Secondary point of access: Laptop
Connection speed: typically strong
Laptop: Mac w/ Safari

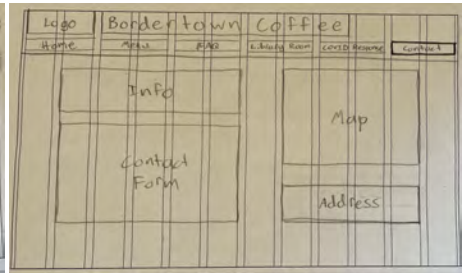
Steve is a busy guy, and often needs a little pick-me-up to get through his long days of school and work. He frequents Bordertown Coffee and is generally familiar with the coffeeshop, but sometimes needs to double check their hours to see if they are open at odd times, or glance over the menu to see what items stick out to him. He wants the experience to be quick and seamless enough that he can find the information he needs at a glance while biking to campus.

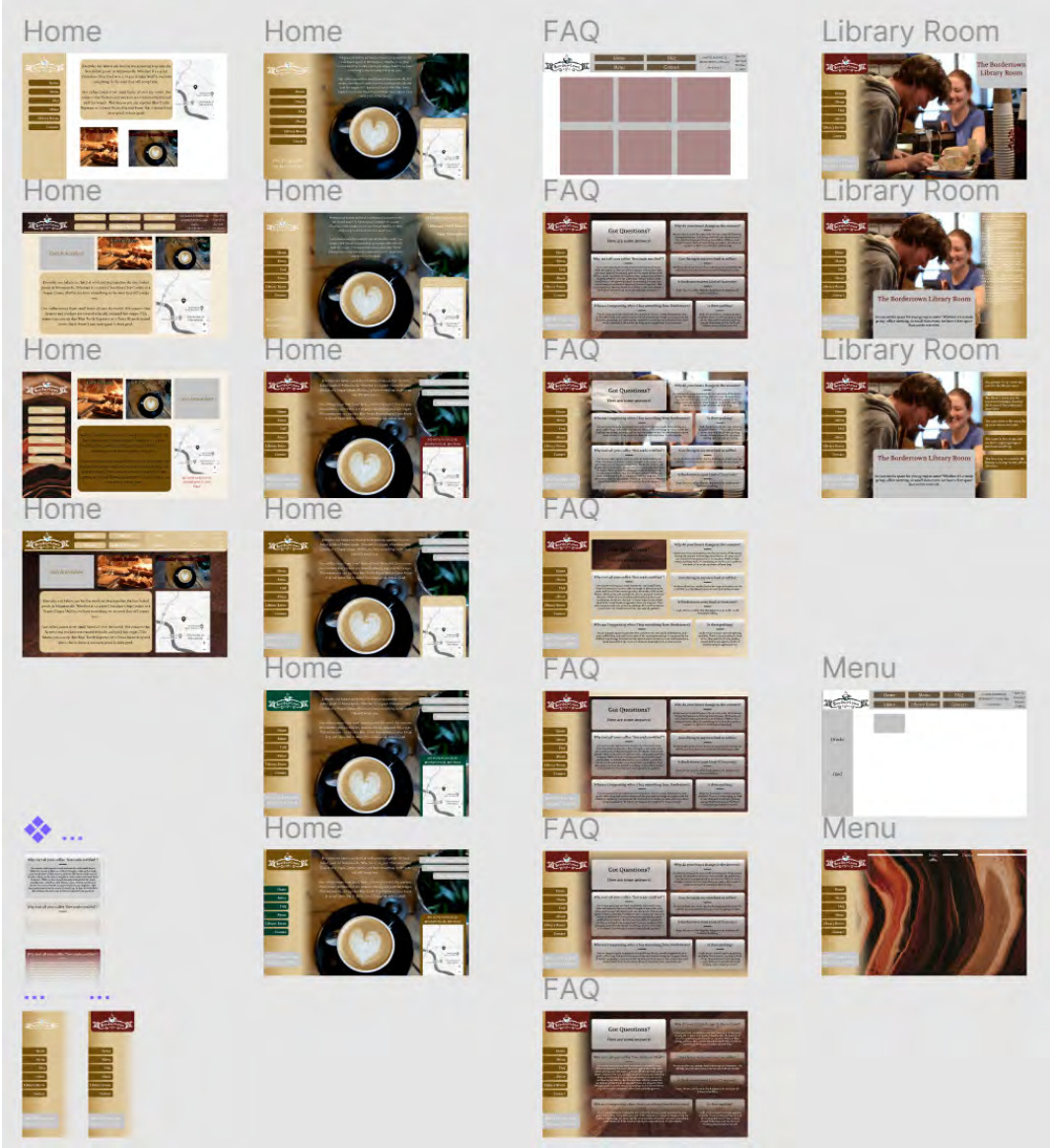
Bordertown Redesign

Wireframes

Once my initial research was complete I started generating basic layout ideas with a set of hand-drawn wireframes, then moved to Figma to create high-fidelity wireframes. My main focus at this stage was iteration to generate compelling visual ideas.



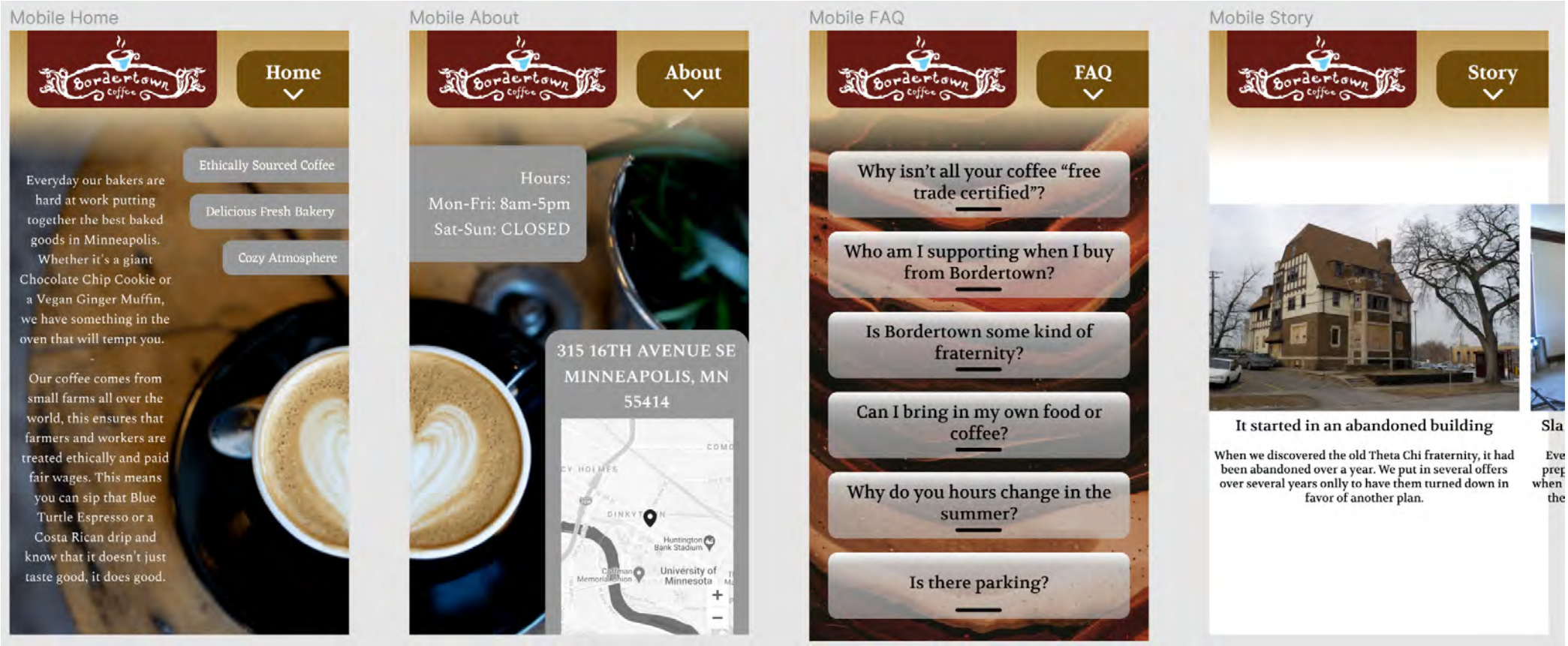




Bordertown Redesign

Interactive Mobile Prototype

Finally I translated my web design into an interactive mobile prototype using Figma once again. Click here to visit the prototype!



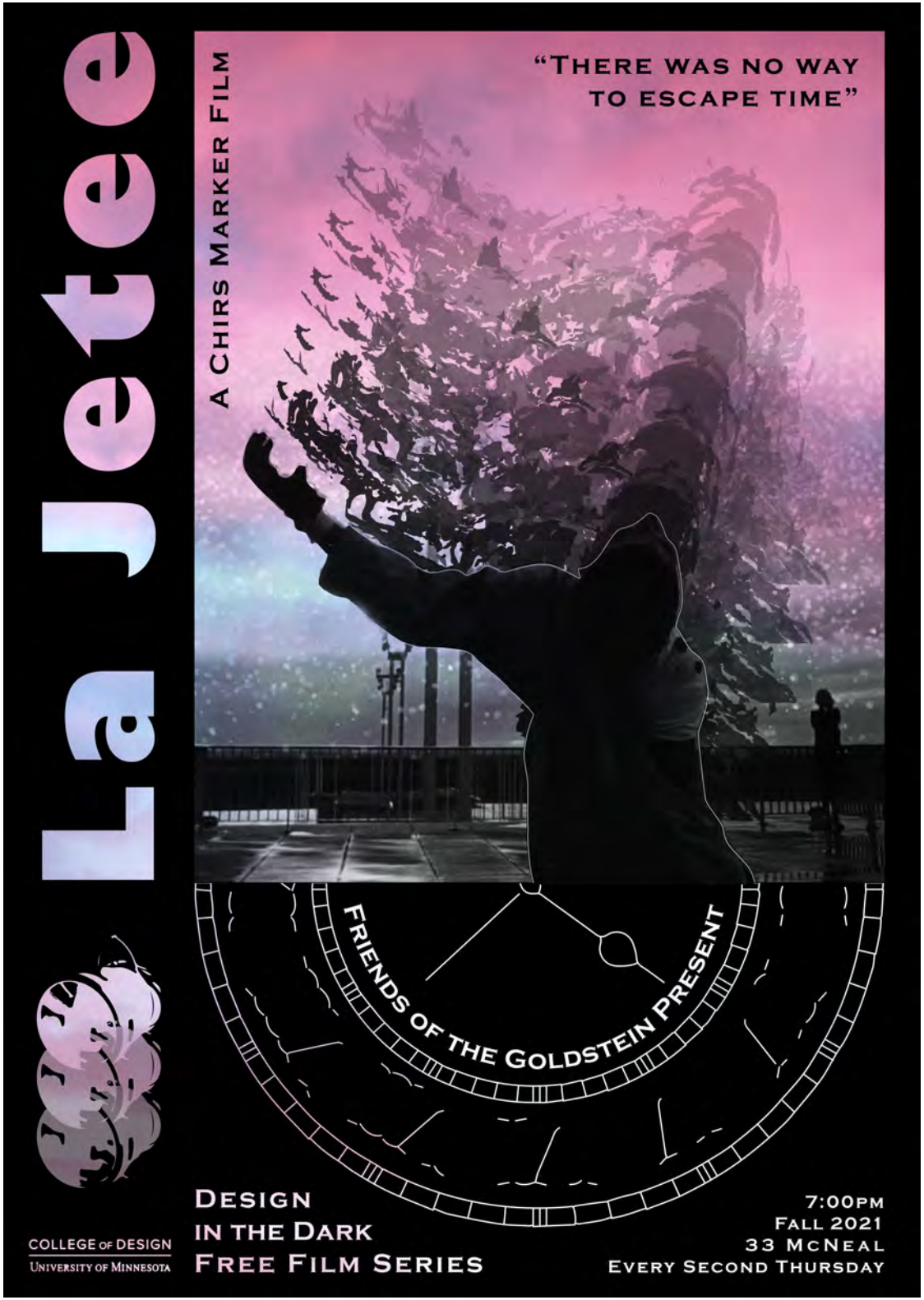
La Jetee Poster

Background

This final project for my design studio focused on the relationship between text and image. I was tasked with creating a poster for a film series showing the 1962 SciFi short La Jette.

Objectives

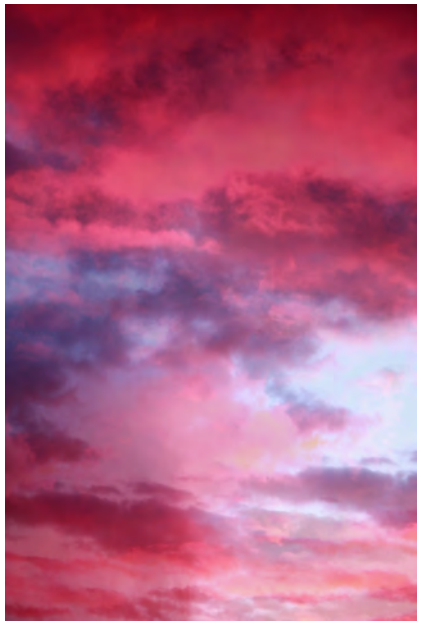
- Make an immediate impression on the viewer and captivate their attention
- Organize key information to make it easy to identify at a glance



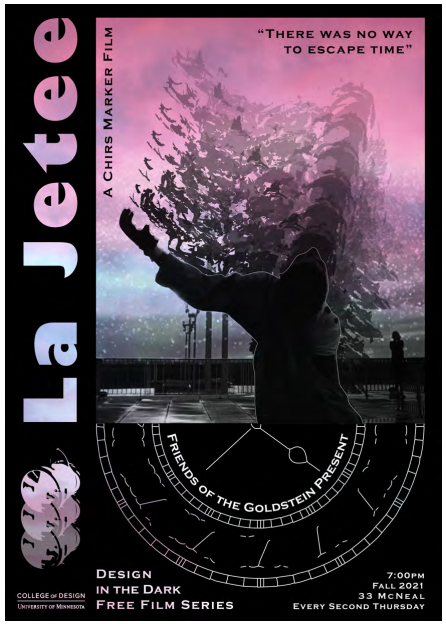
La Jetee Poster

Process

Here I capitalized on a “happy accident:” the marbling effect on the right was an unexpected result of cleaning up the edges of the image, but I love the effect and decided to run with it.



I laid the poster out in black and white in Illustrator, then took it into Photoshop to give it some texture.



Hugo Showcase

Background

Hugo approached me to create cover art for his showcase. He had a specific branding vision, centered around the “Spaceman” character, which guided my design decisions.

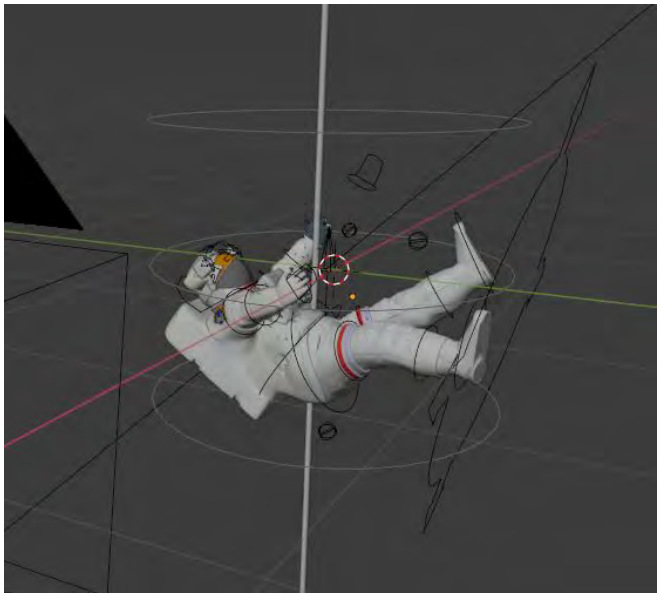
Objectives

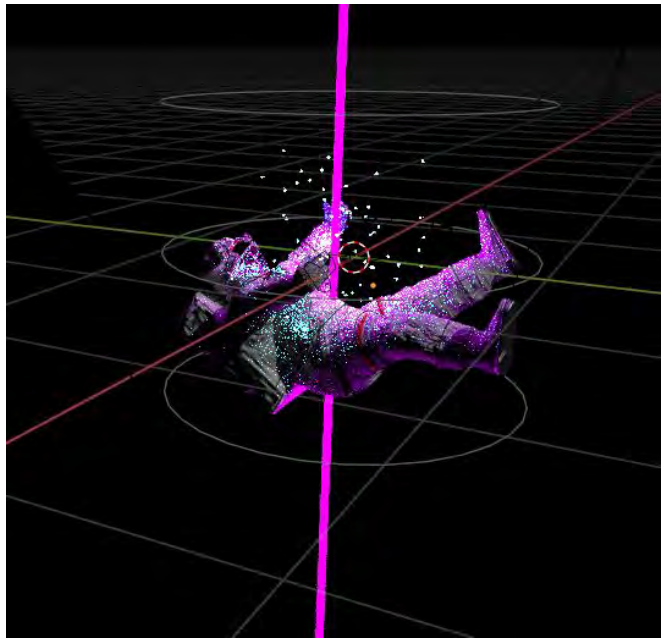
- Create a striking visual to complement the music
- Bring the artist’s branding to life with a unique visual which also fits in with his existing content

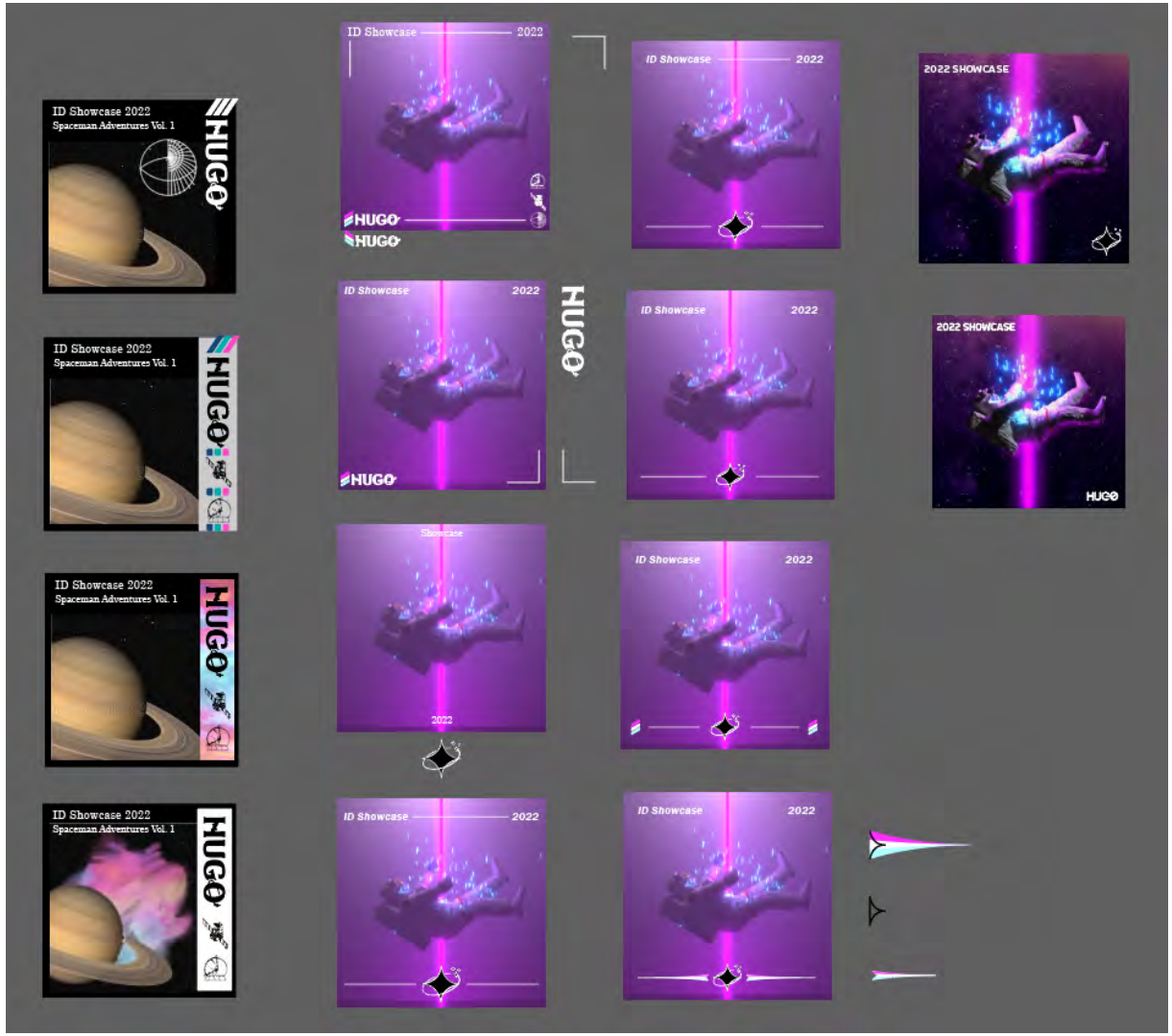
Hugo Showcase

Process

I first imported an open-source astronaut model into Blender to do some positioning, texturing, and lighting, as shown on the left. Next I used Illustrator to workshop layouts before eventually editing the background with Photoshop.







VR Music Studio

Background

This final project for my class on VR and 3D Interaction provided an opportunity for myself and two other musicians to create a virtual environment for music creation and explore the posibilities of the medium as an alternative to traditional Digital Audio Workstations as a way to record and perform digial music.

Objectives

- Design an interface allowing even novice VR users to seamlessly create and modify their own workspace on the fly
- Take advantage of opportunities for unique workflows and interactions not possible in physical space

This project is quite difficult to properly present without a headset, but if you click here you can watch a brief demo.