Matti Hicks

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Diplomatic Identification, permanent right to work in the Netherlands

Profile

A UX Designer and Researcher with 12+ years of experience crafting user-centered digital experiences. Expert in design and research methodologies, with a proven ability to uncover insights and deliver impactful solutions across industries like financial services, healthcare, and education.

Employment

7/2022 – current

Backbase
Senior UX Designer and Researcher
Amsterdam, the Netherlands
Leading design and research across multiple product teams in Retail Banking, driving global strategic design initiatives, collaborating closely with UX designers to translate research insights into solutions, and mentoring UX researchers and designers.

5/2019 – 6/2022

Credit Suisse
Senior User Researcher
Zürich, Switzerland

Led user research to improve digital products across all divisions within the global bank. Introduced and co-led design sprints. Mentored UX researchers and managed the UX Lab.

9/2016 – 3/2019

EF Education First
UX Designer
Lucerne, Switzerland

Led international research and design on a product team responsible for transforming the digital future of the global education company.

3/2013 – 8/2016

Novartis
Senior User Experience Designer
Basel, Switzerland
Led the research and design of scientific collaboration technology products within an institute focused on drug discovery.

9/2012 – 2/2013	Moving to Switzerland, World Health Organization
	Writer
	Geneva, Switzerland
	Moved to Switzerland and shortly thereafter started writing, editing, and finalizing communications material to the Member States of the United Nations.
3/2010 – 8/2012	Midwife's Ultrasound, Bill & Melinda Gates-sponsored project
	UX Researcher and Designer
	Seattle, Washington
	Researched for and designed an ultrasound device UI for midwives in developing regions, specifically for those working in remote villages. Publications: http://mattihicks.com/ultrasound-work/

Education

8/2012	University of Washington, Seattle, Washington, USA
	Bachelor of Science, Informatics: Human-Computer Interaction
	Bachelor of Arts, Comparative History of Ideas with Honors
	3.91/4.00 scale Grade Point Average, *summa cum laude*
	2012 Faculty Award for Student Excellence in Informatics
	Member of Phi Beta Kappa

Skills

Design methods: Concept generation, user scenarios, wireframes, mockups, prototypes, responsive design, accessibility, design systems, design sprints

Research methods: Interviewing, surveys, statistical analysis (using R), analytics, contextual inquiry, usability testing, concept testing, international research, expert reviews, personas

Technologies: Figma, Sketch, Dovetail, UserTesting.com, Miro, HTML/CSS

Activities: roadmap planning, business strategy, presenting to executive boards, senior stakeholder and cross-functional collaboration, mentoring, workshops

Languages: English (native), Dutch (C1), German (B2)