

Matthew G Mitchell

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CAREER SUMMARY – UI DESIGN

User centric, UI/UX Designer with over 18 years experience, balance of technical and design knowledge, and leadership skills. Extensive experience with key design and development tools such as HTML, CSS, JavaScript, Figma and Adobe Creative Cloud software. Proficient design skills with a focus on responsive design for mobile and tablet interfaces. Industry background in e-commerce, medical insurance, financing, and agriculture. Vision driven and goal orientated with proven experience in cutting edge technologies driving business defined objectives and goals. These skills have helped in establishing and maintaining User Experience departments to support revenue-generating entities within the enterprise. Strategic planning, clear and concise communication, along with product management efforts have been the driving continued success.

AREAS of EXPERIENCE

HTML / CSS / JavaScript	Agile software development/SAFe	Figma / Adobe Creative Cloud
Mobile Applications - iOS & Google	Project / Product Management	Angular / React
Responsive Design	User Centered Design	AI - Design / Development
Wireframes / Prototypes	Accessibility / Usability	UX Design Principles

CAREER ACHIEVEMENTS - HIGHLIGHTS

- Lead UI designer and UI developer for MyPearsonStore.com responsive redesign which yielded record breaking sales in quarter following production release.
- Contributed design and UI development efforts for over 15 eCommerce platforms simultaneously.
- Introduced cutting edge UI technologies for multiple companies with responsive design principles.
- Established and maintained pattern libraries for standardizing UI best practices within large corporations.

PROFESSIONAL EXPERIENCE:

Beck's Hybrids

2020 – Present

Lead UX Designer

Currently working as a lead designer on a UX team of 6 others at Beck's. Responsibilities consist of collaborating closely with project management, development teams, stakeholders and product management to refine project requirements and roadmap future work. We mostly work within Figma to wireframe, design, and iterate user experiences for new product features within customer and internal applications. I have had a tremendous opportunity to mentor and develop jr designers and refine overall team direction.

- Promotion from Sr UX Designer to Lead UX Designer in 2024, reflecting leadership growth.
- Establish and maintain Figma design system to streamline design process and ensure consistency across products.
- Guiding and mentoring junior designers, helping to improve design skills, adopt consistent workflows, and contribute to the creation of polished, user-centered solutions Resulting in increased efficiency across design team.

Automotive Finance Corporation (AFC)

2018 – 2020

User Interface Designer – User Experience Designer – Front End Developer

Responsibilities include working closely with product owners, product managers, and business analysts to define key product requirements. Construction of wireframes to solidify user interaction and experience, design of high fidelity prototypes based on wireframes and feedback from product team, customers, and internal users.

- Senior design lead for multiple customer facing products.
- Established new UI applications to build robust, clickable wireframes and prototypes to support product management in presenting new functionality to internal groups and aid implementation for development team
- Created and maintained UI pattern library for standardizing UI elements and best practices.

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- Worked closely with development teams to ensure designs were implemented and functioned as intended.
- Assisted development efforts by providing HTML, CSS, and JavaScript for production environments.
- Presented wireframes to customers and internal users, collected feedback to determine how users consume product and discover most effective design approach and direction.

Healthx

2015 – 2018

User Interface Designer – Front End Developer

Responsibilities include consulting internally with UI team and externally with clients to determine requirements for product. Maintaining existing and implementing new client portal software through the use of UI development skills such as HTML, CSS, and JavaScript.

- Developed, documented, and implemented more efficient UI workflow for design team.
- Managed and submitted mobile apps for Android and iOS platforms.
- Implemented first responsive member portal within company utilizing skills with HTML, CSS, and JavaScript
- Led design efforts for provider portal redesign, worked closely with product and project management to assess goals, determine requirements, and establish milestones and timelines.
- Collaborated with product management and UX to improve existing system interfaces and standardize product for future client implementations
- Lead UI developer for Senate Bill-137 project implementation, which allows providers to access and attest data/information in online medical provider networks. Worked closely with development teams and product management to meet all California and federal requirements and deadlines.
- Led UI development efforts for Medicare registration which required heavy client-side form validation.

Pearson

2007 – 2015

User Interface Designer – Front End Developer

Responsibilities include maintaining multiple sites, improving existing interfaces by suggesting new practices and technologies. Worked closely with project/product management to identify, recommend, implement and support effective design development to insure an overall user experience that will drive sales.

- UI prototyping for conceptual development, UX testing, demonstration, and documentation.
- Contributed UI design and UI development efforts for over 15 eCommerce platforms simultaneously.
- Constructed wire frames for early stages of project planning and development utilizing user centric policies.
- Responsive design implementation on all new and existing projects.
- Developed content management templates for convenient content updates for marketing teams.
- Adhering to the Agile Software policies and procedures (including: team interactions, working software, customer collaboration and change management) to ensure that standardized methods and procedures are efficient in order to maximize the development impact.
- Participating in strategy planning activities, bringing a current knowledge and future vision of design technology solutions/ services to infuse best practices as related to the needs of the business.
- Developing new initiatives with stakeholders and management for improved site design and optimal end user experience.
- Contributed and collaborated with team members in making key product decisions.

EDUCATION:

BS New Media Arts and Sciences
Indiana University

2007

Certificate of Applied Computer Sciences
Purdue University

2007