

# Matthew J. Poland

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<http://mattpoland.net>

## I make things with words.

I'm a user experience professional focused on information architecture and user research. With a background in academia and journalism, I think research, context, and empathy are crucial to any design. I have experience working in institutional, corporate, small business, and start-up settings.

### **Education**

**MS, Information Science.**  
(UNC Chapel Hill '13)  
Focus: Human-Computer Interaction

**MA (Hons) (Distinction),  
English Literary Studies.**  
(University of York, UK '09)

**BA, English Literature.**  
(UMBC '08)

- *Magna cum laude*
- Humanities Scholar: full four-year merit-based academic scholarship

### **Design Skills**

- Wireframe modeling (Omnigraffle, Balsamiq, Visio)
- Diagramming: site maps, task flows, interaction diagrams
- HTML5/CSS3
- Usability testing on a shoestring (Camtasia, Morae)
- User research

### **Software Proficiencies**

- Mac/Windows OS
- Content Management Systems (Drupal, Wordpress)
- Adobe CS & Lightroom
- Git

### **General Skills**

- Writing
- Research
- Collaboration
- Flexibility

### **Freelance IA/UX Consultant**

June-Oct. 2012. IA Evaluation for UNC Office of Development ([giving.unc.edu](http://giving.unc.edu))

### **IBM Rational User Experience Design Usability Engineer (Co-op)**

Research Triangle Park, NC. May 2012-August 2012.  
Designing, conducting, and reporting on usability tests for Rational Requirements Composer and Doors Next Generation. Building relationships with customers and internal users.

### **Net New Radio**

#### **Intern User Experience Designer**

Durham, NC. December 2011-present. UI prototypes (Web and iOS), content and social media strategy for a start-up team developing G-Lo for iOS

### **School of Information and Library Science, UNC Graduate Assistant**

August 2011-present. Content management, writing, information architecture evaluation for SILS website (<http://sils.unc.edu>); writing and editing content for SILS newsletter; photography and videography

### **Splice Today (<http://splicetoday.com>) Freelance Writer**

March 2008-March 2010. Research and writing of criticism, interviews, essays

### **Maryland Morning with Sheilah Kast, WYPR 88.1 FM Intern Producer**

Baltimore, MD, December 2007-August 2008.  
Production of news and cultural segments; script development and research