



MATT WILSON

mattwilsonuxdesign.github.io

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EDUCATION

BENTLEY UNIVERSITY

September 2013 - May 2017

- B.S. in Creative Industries
- Minors in Marketing & Psychology
- GPA: 3.65 / 4.0
- Magna Cum Laude

SKILLS

SOFTWARE

- Figma
- Adobe Creative Suite

METHODS & LANGUAGES

- HTML, CSS, & basic Javascript
- Wireframing & prototyping
- User Research
- Responsive web design

"SOFT SKILLS"

- Management & training
- Communication
- Creativity

CERTIFICATIONS

GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE

June 2021 - September 2021

- Issued by Coursera

WORK EXPERIENCE

PRODUCT MANAGER AT MEISTERDISH

June 2019- October 2020

- Directly supported CEO of an emerging food tech startup in the execution of all business initiatives - project management, data analysis, market research, marketing strategy, and business development
- Designed, wrote the logic for, and successfully implemented innovative in-store digital meal kit assembly instructions for 30+ meals with the use of the manufacturing app platform Tulip
- Managed a team of interns and worked as a point of contact between several interns, employees, and freelancers
- Oversaw the end-to-end rollout of our company's technology platform and trained our grocery clients on how to use it, thus ensuring a positive user experience and a profitable partnership

GRAPHIC DESIGN/DIGITAL MARKETING INTERN AT MEISTERDISH

April 2019- June 2019

- Designed marketing material such as in-store banners, flyers, and product packaging
- Designed and deployed a B2B website for the company with the use of Squarespace and created sketches, wireframes, and mockups to improve the company's existing mobile and desktop sites
- Created a new, more efficient process for designing digital meal kit instructions, which made it possible to do weeks-worth of work in just hours
- Filmed and edited informative video which was presented to prospective clients and investors
- Shot and edited photographs for new and existing meals and maintained a database of these 200+ meals

FREELANCE WEB DESIGNER/DEVELOPER

January 2019- Present

- Designed and deployed websites for clients