

# Matt Bass UX/UI Designer

Entertainment storyteller turned experience designer, user advocate & problem solver. I combine research and testing to deliver experiences so intuitive to users they feel invisible. Front end skills for easier developer handoff.

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## EXPERIENCE

### Matt Bass Design — Freelance Designer

2018 - PRESENT

User centric mobile and desktop designer. Performed user research and testing to inform user stories, mockups and wireframes. Conceived brand and content strategy. Created reusable design systems for scalability and consistency. Coded final designs.

## UX SKILL SET

Branding  
Information Architecture  
Strategic Analysis  
User Research & Testing  
UX Writing

## Recent Projects

### SMITH EMERY — Primary Designer

(in progress)

Redesign of company pricing book. Created new consistent design system through typography and existing brand colors, to decrease page count and increase legibility.

### CINEMA MAKEUP SCHOOL — Primary UX Designer

(Six weeks)

Responsive mobile-first redesign, using existing SEO data for a research driven outcome. Mobile menu now pinned to bottom for primary site users, easing finger strain. New typography and image system optimizes legibility and information clarity. Rewrote UX content. New UI design system to scale with site.

### DESIGN READS — UX Research & Design Team Member

(3 Months)

iOS SaaS app to share UX resources. Remote designer collaboration, organized by kanban board. Created IA by researching users, and translating results into wireframes. Wrote new UX content.

### VILLAGE — Primary UX Designer

(1 month sprint)

iOS SaaS app to improve school communication. Researched market and potential users to uncover core user needs. Resulting data informed creation of stories, flows & site maps, wireframes, and UI elements. Multiple round user testing with prototypes to refine decisions. Created visual design, branding & style guide.

## UI TOOLS

Adobe  
Axure RP  
Draw.io  
Figma  
Invision  
Sketch  
Zeplin

## FRONT END SKILLS

HTML & CSS  
Javascript & JQuery  
Git & Github

## EDUCATION

Bloc.io

UX/UI Design  
Certification

University Of  
Southern California

BA - Cinema  
Television Critical  
Studies

### Chemical Imbalance Management — Literary Manager & Producer

2011 - PRESENT

Strategic literary representation, helping screenwriter clients develop ideas then partnering with talent. Sold a range of film/tv projects as a producer.

### HBO — Film Development Executive

2001 - 2010

Acquired/developed material to expand brand. Partnered with other departments to source new projects and talent relationships.