Matt Bass - UX Designer

Entertainment storyteller turned UX Designer with a collaborative mindset, aimed bridgdging user needs and business goals. Research and testing helps inform design decisions, using front end knowledge to improve cross-team collaboration.

(424) 254-9108
www.mattbass.design
matt@mattbass.design

EXPERIENCE

Riot Games — UX Designer (contract) **July 2021 - Present**

Guided User Experience on a cross-functional team building a new management portal for game teams. Contributed to a design system built on components capable of scaling across teams. Worked alongside product owner to define stakeholder needs and inform design decisions.

Matt Bass Design — Freelance Designer **2018 - Present**

"Full Stack UX Generalist", providing everything from research to code implementation. Worked as a sole contributor directly with clients, as well as a collaborator on smaller, cross functional teams.

RECENT FREELANCE PROJECTS

Access America — Lead Designer **2020-21**

Guided Design on digital identity product to increase civic engagement. Worked remotely with team members to research potential user base, create a brand identity, and implement designs.

Smith Emery — UX/UI Design & Development **2020-21**

Created new company catalogue. Redesigned and deployed a new website to clarify company brand, and increase customer engagement.

Cinema Makeup School — UX Designer **2020**

Used SEO data to restructure site for mobile first accessibility. Re-ortanized information alongside brand friendly typography and copy. Created new visual patterns to highlight the schools selling points to prospective students.

PREVIOUS EXPERIENCE

Chemical Imbalance Management —Literary Manager/Producer **2011 - 2021**

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

HBO Films —Development Executive **2001 - 2010**

Acquired and developed properties aimed at expanding brand. Worked across departments to sourced new projects and talent relationships

SKILL SET

Branding

Information Architecture

Strategic Analysis

User Research & Testing

UI TOOLS

Adobe

Axure RP

Draw.io

Figma

Invision

Sketch

Zeplin

FRONT END KNOWLEDGE

HTML & CSS

Javascript & JQuery

Git & Github

EDUCATION

Bloc.io

UX/UI Design Certification

University Of Southern California

BA - Critical Studies / Cinema Television