

Matt Bass UX Designer & Researcher

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 pairing user needs with business goals.. Taking user research and testing to inform user stories, mockups and wireframes.

UX SKILL SET

Branding
Information Architecture
Strategic Analysis
User Research & Testing
UX Writing

Recent Projects

Access America — Lead Designer

(in progress)

Pro bono, open source project for Humanity Forward, creating a new and secure digital program for citizens to interact with the government.

SMITH EMERY — Designer

(in progress)

Redesign of company brochure, improving page count and legibility with new design system. Redesign of website for auxiliary brand.

CINEMA MAKEUP SCHOOL — Primary UX Designer

(Six weeks)

Redesign, using existing SEO data for a research driven outcome. Improved accessibility with bottom pinned mobile menu. Increased legibility and clarity through typography, visual system structure and UX content. Upgraded UI design.

DESIGN READS — UX Research & Design Team Member

(3 Months)

iOS SaaS app to share UX resources. Remote designer collaboration, organized by kanban board. Organized IA with user research, and translating results into wireframes. Created UX content.

VILLAGE — Primary UX Designer

(1 month sprint)

iOS SaaS app improving school communication. Researched market and potential users to uncover MVP 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

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.

EDUCATION

Bloc.io

UX/UI Design
Certification

University Of Southern California

BA - Cinema
Television Critical
Studies