

# Matt Bass

## UX Designer

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### About Me

Team-player, focused on collaboration to achieve the end goal. Taking a holistic system view of the system - including teammate, stakeholder and business needs, to deliver an optimal user experience.

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### Experiences

#### Riot Games / Senior UX Designer - Player Experiences

July 2023 - Present

Designed 2XKO and VALORANT "buddy invite" experience, increasing engagement and user base. QR code login provided secure and streamlined account access.

Reworked account management to improve feature scalability, and reduce operation costs. Simplified touch point interactions to improve mobile menu usability.

#### Riot Games / Senior UX Designer - Developer Platform

July 2021- July 2023

End-to-end oversight on MVP game developer portal. Guided UI experience following best practices, reducing errors, while retaining power user customizations.

Worked across teams to create a unified tooling design system, ensuring consistency with developer workflows and information patterns. Improved documentation content discovery, and implemented features to simplify developer workflow.

#### Matt Bass Design / Freelance Design

2018-Present

Various UX, Web & Graphic Design & Front end projects..

#### Chemical Imbalance Management / Independent Manager & Producer

2011-2018

Worked with creatives to develop ideas and present them to talent and buyers.

#### HBO Films / Development Executive

2001-2010

Oversaw slate of non-fiction films. Managed readers and material databases.

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### Education

Bloc.io / UX/UI Design Certification

University Of Southern California / BA Critical Studies - Film & Television