



Entertainment storyteller, turned user-centric product designer. Passionate about using research and testing to deliver products that users want, vs those you hope they adopt. My design path began as a curious consumer, questioning choices made, and how to different decisions could provide a better user experience.

experience

Matt Bass Designs

2018 - Present

FREELANCE PRODUCT & UX WEB DESIGNER

Created new and redesigned existing products. Designed for desktop and mobile, adhering to UX best practices for users. Performed user research, testing, created mockups and wireframes, developed branding and content strategy, designed UI elements, implemented front-end code.

recent projects

- **Cinema Makeup School** (in progress)
Contracted by Inward Eleven to redesign the existing wordpress site UX, for mobile first compatability. Used existing SEO data to deliver research driven low-fidelity wireframes. Redesigned menu, footer and input modals, for simplified interactions with mobile users worldwide.
- **Design Reads** (in progress)
Created iOS app as a solution for designers to share and learn best practices. Working with designers in an agile design team, performed market research, created initial design structure with low fidelity wireframes, wrote UX content. Delivered feedback to designers.
- **Village** (solo project)
Created iOS solution to underperforming school communication apps. Researched market, surveyed potential users. Organized information architecture with flows & site maps, low & high fidelity wireframes, and UI elements. Created visual design & branding strategy with styleguide. Performed user testing with prototypes.

Chemical Imbalance Management

2011 - 2019

Strategic literary representation, helping screenwriter clients develop ideas and then partnering with talent. Negotiated deals alongside lawyers.

HBO Films

2001 - 2010

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

ux skillset

Branding
Content Analysis
Competitive Analysis
Personas
Prototyping
Sitemaps
Sketching
Style Guides
Usability Testing
User Flows
User Interviews
User Surveys
Wireframing

ui design tools

Adobe
Axure
Figma
Draw.io
Google Suite
Invision
Microsoft
Optimal Sort
Sketch
Zeplin

languages

HTML / CSS
Javascript & JQuery
Git | Github

education

Bloc 2018 - 19
UX/UI Certification

University Of Southern California 1995 - 99
B.A. - Cinema/Television