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.

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   (2019)
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   (2019)
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   (2019)
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.

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.

UX SKILL SET

Branding
Information Architecture
Strategic Analysis
User Research & Testing
UX Writing

UI TOOLS

Adobe
Axure RP
Draw.io
Figma
Invision
Sketch
Zeplin

FRONT END SKILLS

HTML & CSS
Javascript & JQuery
Git & Github

EDUCATION

Bloc.io
2018
UX/UI Design
Certification

University Of Southern California
1995-1999
BA - Cinema Television Critical Studies