MATT BASS
PRODUCT DESIGNER

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Entertainment storyteller, turned user-centric product designer. Passionate about using research and testing to deliver products that users want, vs those you hope they adpot. 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

● **Design Reads**   (in progress)

Created iOS app as a solution for designers to share and learn best practices. Working with other designers in an agile design team, performed market research, created initial design structure with low fidelity wireframes, and wrote UX content.

● **Village**   (solo project)

Created iOS solution to underperforming school communication apps. Researched market and surveyed potential users, creating personas off research. Organized information architecture with user flows & site maps, low & high fidelity wireframes, and accompanying UI elements. Created visual design & branding strategy. Performed prototype tests.

● **Taster**   (solo project)

Created responsive web app for the cloud storage space. Researched competitive marketplace and analysis. Compiled user research to create target personas. Outlined information architecture through user ulows and site maps, low & high fidelity wireframes and accompanying UI processes. Tested prototypes with users. Created visual design and branding strategy.

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