

# MATTHEW J. SMITH

## USER EXPERIENCE DESIGNER

🏠 Toronto, ON

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### SUMMARY

User Experience Designer and Information Architect with 4 years of experience researching, designing, developing and testing delightful and usable digital experiences looking to integrate into a talented team.

### RELEVANT SKILLS

use of <b>Axure, Balsamisq, Sketch</b> , etc. for <b>wireframes</b> , as well as information/interaction design	use of entire <b>Adobe Creative Cloud</b> suite (Photoshop, Illustrator, InDesign, etc.)	write <b>HTML, CSS (+ Sass) and JavaScript (+ jQuery)</b> for testing/prototyping/web development
leading <b>usability tests</b> in various mediums (focus group, one-on-one, remote, etc.)	creation of <b>interaction animations</b> (with Photoshop, Illustrator and After Effects)	use of <b>Git and GitHub</b> to facilitate team-based design and development
experience with <b>user research</b> (needfinding, concept, A/B, card sorts, surveys, etc.)	development of <b>high fidelity user interface elements</b> (banners, buttons, etc.)	experience with <b>software development methodology</b> (Lean, Agile, Contextual, etc.)
development of <b>paper prototypes</b> and <b>storyboards</b>	development of <b>brand elements</b> (colours, logos, names, slogans, URLs, etc.)	experience with <b>UX methodology</b> (Contextual Design, etc.) for digital products

### OTHER SKILLS AND ASSETS

- » knowledge of AODA, WCAG; designing accessible experiences (screen-readers, colourblindness, etc.)
- » experience with digital marketing: SEO, Google AdSense, AdWords, etc.; content strategy/writing
- » use of Microsoft Office applications (PowerPoint, Excel, Access, Word, Visio, etc.)
- » group facilitation certification from YWCA Toronto; able to lead, direct groups

### WORK HISTORY

2015 - present: UX Designer at Blyth 14/19 Inc.

2010 - 2015: Digital Resource Manager at FVC

2009 - 2010: Digital Marketing at Dynamite

### EDUCATION

Wilfred Laurier University - Bachelor's Degree

George Brown College - User Experience Design 1 and 2, Information Architecture

University of San Diego - Human Computer Interaction 1