

MATTHEW J. SMITH

USER EXPERIENCE DESIGNER

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

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

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

University of San Diego - Human Computer Interaction 1