

Matthew Coats /

UI, UX Designer and Developer

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Education

Atlanta College of Art

Studied Digital Multimedia and Web Design

Kennesaw State University

Studied Information Systems

CalArts

Certificate in Visual Elements of User Interface Design

Stanford University

Certificate in Human Computer Interaction (HCI)

Georgia Tech

Certificate in User Interface Personalization

UI/UX Skills

A/B Testing
Adobe Creative Suite
Axure
Brand Identity
Designing for Accessibility
eCommerce Design
Email Design
High Fidelity Mockups
Human Computer Interaction
Journey Mapping
Mobile and Tablet Design
Photography and Post Processing
User Flows
User Interface Design
User Personas
User Research
Wireframing

Development Skills

CSS
eCommerce Development
Email Development
Expression Engine
Google Analytics
HTML
Javascript
jQuery
MySQL
Responsive Frameworks (Bootstrap, Foundation.)
Wordpress

Work Experience

UI/UX Designer and Application Developer

Anxier, Inc. / 2015 Current

- Designed user personas, user flows, and conducted user interviews to improve the UX of existing and future applications.
- Designed and developed industry leading user interfaces, from wireframes to high fidelity mockups, to HTML/CSS/JS.
- Lead efforts into transforming existing websites and web applications to be responsive across phones, tablets, and desktop/laptops computers.
- Lead the effort into transitioning our web applications to follow WCAG accessibility standards.
- Designed and developed user interfaces and user experiences in .NET, Java, and coldfusion based applications.

Frontend Designer and Developer

Fuel Travel and The Brandon Agency / 2010-2015

- Responsible for every phase of the design and development process, from creating wireframes and high fidelity mockups to frontend web development with HTML, CSS, and JS.
- Converted hotel booking engines to be responsive resulting in increase bookings.
- Built websites onto Wordpress or Expression Engine to improve SEO and content creation.
- Used analytic data to optimize websites and hotel booking engines to increase revenue and eliminate customer pain points.
- Created testing guidelines, go-live checklists, and post-go-live support documents which resulted in higher customer satisfaction and a 30% decrease in post-live bug fixes.

Frontend Designer, Developer, and IT Support

SC Ventures and Carolina Media Services / 2007-2010

- Responsible for every phase of the design and development process, from creating wireframes and high fidelity mockups to frontend web development in HTML and CSS.
- Designed internet based advertisements including banner ads and landing pages.
- Managed hosting, domains, and provided IT support including fixing/upgrading computers and managing the company email system.
- Designed brochures, flyers, and business cards for sales and marketing.
- Coordinated resources and assigned projects to teams and ensured their success.

Art Teacher

Young Rembrandts / 2005-2007

- Taught advanced art classes to children in Kindergarten through 3rd Grade, class size ranged from 15 to 27.
- Structured lesson plans, developed assignments, and provided instruction and guidance.
- Managed supplies for a team of 4 teachers.

Library Technical Assistant

Woodruff Arts Center and The High Museum of Art / 2002-2004

- Staffed the front desk and handled customer support.
- Provided technology assistance and support to professors and staff.
- Mail and package sorting.