

# Matthew Coats /

UI, UX Designer and Developer

843.793.7447  
mcoats@gmail.com  
www.MatthewCoats.net

## 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  
Prototyping  
User Flows  
User Interface Design  
User Personas  
User Research  
Wireframing

## Development Skills

---

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

## Work Experience

---

### UI/UX Designer and Application Developer

*Anixter, Inc. / 2015-Current*

- Planned and produced user personas, user flows, and user interviews to improve the UX of existing and future applications.
- Designed and developed industry leading user interfaces from the initial creation of wireframes to development with HTML, CSS, and JavaScript.
- Orchestrated efforts into transforming existing websites and web applications to be responsive across phones, tablets, and desktop/laptops computers.
- Spearheaded the transition of all web applications to meet WCAG standards.
- Built 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 JavaScript.
- Engineered hotel booking engines to be responsive resulting in increase bookings.
- Developed websites onto Wordpress or Expression Engine to improve SEO and content creation.
- Evaluated analytic data to optimize websites and hotel booking engines to increase revenue and eliminate customer pain points.
- Refocused 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 providing technical support and administered the company email system.
- Designed brochures, flyers, and business cards for sales and marketing.
- Supervised 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 with class sizes ranging from 10 to 23.
- Structured lesson plans, developed assignments, and provided instruction and guidance.
- Facilitated supplies for a team of 4 teachers.

### Library Technical Assistant

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

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