matt edmunds
55 Cedar St., Apt 2302, Woburn, MA 01801

Principal UI / UX Designer with experience leading and mentoring visual design and UX talent across many successful products. Extensive understanding of all aspects of the design and user experience process across many design mediums. With a strong technical background has the proven ability to learn new technologies and thrive under pressure.

Skills

Really Awesome: ★★★★
- Adobe Photoshop - Illustrator
- CSS - HTML
- Typography
- User Interface - Icon Design
- User testing - Contextual inquiries
- Sketching - Ideation - Concepting
- Problem solving
- Workflows - Wireframing - Prototyping

Awesome: ★★★☆
- The rest of the Adobe Creative Suite
- OS X / Windows / Linux
- Emerging Technologies (CSS3/HTML5)
- Motion Graphics

Other Proficiencies: ★★⯪☆
- Drupal, Wordpress, Axure, Invisionapp among others

781-640-6695
tel:

tinycg@gmail.com
email:

mattedmunds.com
web:

@tinycg
social:

UX and UI design experience

Principal UX Designer   2015
Acquia - Boston, MA

- Lead UX designer for Acquia Cloud, Acquia's flagship cloud based digital experience platform.
- Responsible for feature enhancements, and improvements within an agile development environment.
- Provided leadership for design and UX in discovery and ideation across multiple product lines.
- Driving alignment of design and interaction into a consistent unified experience across multiple product lines.
- Fostered collaboration with UX designers and researchers for feedback and testing of new and existing features.

Senior UX Designer   2012-2014
Acquia - Boston, MA

- Responsible for UX and UI design as lead designer for Acquia Cloud.
- Previously lead UX for Acquia's Site Factory product (2012-2013).
- Experience leading UX team members in design exercises, user interviews and contextual inquiries with clients such as NBC Universal, Warner Music Group and Universal Music Group.
- Responsible for leading a team on multiple iterations of re-defining the entire Acquia Cloud user experience.
- Designed Drupal Create, a native open source iOS application designed to improve the mobile content creation experience in Drupal that can be used by any Drupal site.

Senior UI / UX Designer   2011-2012
Brainshark - Waltham, MA

- Designed an award winning iOS presentation app that quickly gained over 1M users. Designed and developed on a small highly collaborative agile team.
- Responsible for all UX / UI design decisions on web, and mobile applications including Android and iOS.
- Lead design effort on responsive web design for Brainshark's web content portal, among other projects.

Senior UI Designer / Front-end Developer · 2008-2011
Mzinga - Waltham, MA

- Designed and helped develop products and features within the OmniSocial product line.
- Created and implemented the design of white-label social media communities on a SaaS platform for AAA, ABC, AOL, Cartoon Network, Playboy, Walmart, and others.
- Responsible for front-end development through a proprietary XSLT based theming framework.
- Worked closely with clients, engineers, project managers and product owners to ensure deliverables matched brand and product requirements.

Principal Designer and Owner · 2006-Present
Pixlus (formerly band:digital) - Woburn, MA

- Managed several freelancers and agencies through various large and small projects.
- Worked with variety of agencies and in-house design departments to assist in brand vision.
- Completed a variety of design projects from large Fortune 500 companies to emerging e-commerce companies including Novo Nordisk, Delphi Forums, and Disruptive Publishers among many others.
- Built sites using a variety of open source platforms, including Drupal, Wordpress and several others.
- Donate my time, and resources every year to assist non-profit charitable causes with pro-bono design, and hosting.

Lead Designer · 2005-2006
Mindshare Media - Vineyard Haven, MA

- Responsible for all aspects of the design process, from discovery, concept to final delivery.
- Managed a variety of large and small projects including managing outside freelancers, developers and designers.
- Developed documentation and internal workflows to improve efficiency and standardization of previous practices.
- Responsible for educating and training sales and support personnel on our product and service offerings.

On-Air Production Graphic Designer · 2001
WSAV-TV3 - Savannah, GA

- Responsible for on-air production graphics for 3 nightly newscasts.
- Thrived in a fast paced, high stress environment with changing priorities at an hour by hour basis.
- Coordinated with executive producers, segment producers, and directors for each broadcast.

Web Designer · 2000-2001
MVOL (Martha's Vineyard Online) - Edgartown, MA

- Helped to design and maintain a premiere destination tourist portal with 100k unique visitors a month.
- Created web sites and advertising for numerous regional businesses.
- Assisted with daily updates and maintenance, along with responding to and fielding support and sales inquires.

Education

Bachelor of Fine Arts - Computer Art, Savannah College of Art and Design · 2003
Savannah, GA

- Specialization in Broadcast Design.

.