

# MATT MAGPANTAY

UX/UI DESIGNER

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## EXPERIENCE

### DESIGNATION

**User Experience Designer** | January 2017 - July 2017

- Designed mobile applications and responsive websites in an intensive design environment
- Presented designs to stakeholders on a weekly basis
- Created visual designs for four separate design teams
- Applied a user-centered, agile process to design mobile and web solutions for live clients such as:
  - **ZokuVault**, a responsive web app offering an estate planning portal and virtual security vault.
  - **DealRoom**, a web-based project management tool and data room focused on the integration process of mergers and acquisitions.

### EVANS DISTRIBUTION SYSTEMS

**Brand Experience Designer** | April 2016 - present

- Developed a cost-effective UX strategy for the company's various websites and dashboards
- Increased the Request For Quotes rate on the company website by applying user-centered design
- Created wireframes and prototypes that were handed off to our developers and presented to stakeholders
- Conducted remote user testing sessions
- Created various print and digital graphics

### DETROIT FULFILLMENT INITIATIVE

**Digital Designer** | March 2016 - March 2017

- Conducted user testing sessions
- Redesigned UI elements of the website
- Created print materials and digital white papers
- Animated an explainer video

### EVANS DISTRIBUTION SYSTEMS

**Marketing Associate** | October 2014 - March 2016

- Created digital content for campaigns or brand management
- Researched and analyzed target markets for campaigns
- Developed social media campaigns and wrote blogs concerning key issues in the supply chain industry
- Created metrics and reports on for marketing campaigns
- Maintained WordPress websites

### MENCHIE'S FROZEN YOGURT

**Shift Manager** | May 2013 - October 2014

- Managed and processed shipment orders and end-of-day cash drops for entire store
- Maintained cleanliness of the store and stock room
- Assisted in taking and preparing customer in-store orders

## PROFILE

I create intuitive and elegant experiences, inspired by my passion for design and understanding and addressing user needs. I also constantly challenge myself to grow and learn new skills in usability and interface design.

## SKILLS

### UX

- Usability testing
- User research
- Personas
- User flows
- Content strategy
- Copywriting
- Prototyping
- Wireframing
- Journey maps

### Other

- UI design
- Branding
- Graphic design
- Animation
- Basic HTML and CSS

## TOOLS

### Design

- Axure
- Sketch
- Photoshop
- Invision
- Illustrator
- UXPin
- InDesign

## VOLUNTEER WORK

### EVERY NATION METRO DETROIT

**Communications Coordinator** | 2014 - 2017

- Developed and managed ENMD's website using bootstrap
- Designed graphics for promotional items and campaigns

### AMERICORP

**Literacy Team Captain** | 2011 - 2012

- Formulated a teaching curriculum and organized events catering to Kindergarten students
- Led weekly status meetings
- Managed timesheets for team members
- Tutored at-risk Kindergarten students in Math and English

## EDUCATION

### UNIVERSITY OF MICHIGAN DEARBORN

**Bachelor of Arts, Communications & Public Relations** |

September 2011 - April 2015

- Graduated cum laude
- College of Arts, Science, and Letters Honors Program
- Tau Kappa Epsilon Executive Board

### UDEMY, various courses:

- User Experience (UX): The Ultimate Guide to Usability and UX
- How to Carry Out a Usability Expert Review
- UX Web Design Master Course: Strategy, Design, Development
- User Experience Design Fundamentals