

Matt Mitchell

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EXPERIENCE

UserTesting

Oct 2013 to Aug 2015

Mountain View, CA

UX & Visual Designer

Led the UX design for UserTesting, a firm entirely focused on improving user experience for other companies. Managed the full design process (research, prototyping, testing, and working with engineers for implementation) for three major UserTesting products: the UserTesting app, desktop usability testing software, and client platform. Led a complete redesign and rebranding of UserTesting's marketing website, resulting in a 120% higher conversion rate and 129% more enterprise leads.

RightWay Nutrition

Mar 2011 to Mar 2013

Salt Lake City, UT

Creative Director

Designed an online shopping cart focused on simplifying the checkout process and increasing conversion rates. Worked closely with engineering to implement a single-page checkout experience. Developed the design, packaging, and online marketing for 20+ nutritional products, leading to new distribution at major chains including Costco and CVS.

Buystream.tv

Jan 2009 to Feb 2011

Salt Lake City, UT

Partner & Lead Designer

Directed the design for Buystream.tv, an interactive video startup. Conceived, prototyped, and worked with engineers to implement the software, which included its interactive video player, drag-and-drop shopping cart interface, and back-end client experience.

EDUCATION

Aug 2015 to Sept 2016

San Francisco, CA

California College of the Arts

Master of Design, Interaction Design

Relevant Coursework: Foundations, Research and Synthesis, Systems, Story, Experience Design, Prototyping, Visual Design, Organizational Behavior, Social Lab, Leadership.

Teaching Assistant: Chris Risdon's undergraduate course on changing behavior.

May 2014 to Aug 2014

San Francisco, CA

CodePath – iOS Development for Designers

Created interactive prototypes and apps in Xcode. Developed an event attendance app (intended for single event, now with over 23,000 downloads). Partnered with developers to create an awareness and donation app for the Indian non-profit ASHA for Education.

Jan 2005 to Dec 2008

Provo, UT

Brigham Young University

Bachelor of Arts, Communications – Advertising Emphasis, Minor in Business

Relevant Coursework: Art, Color Theory, Advertising Concepts, Marketing Strategy, Ethics, Quantitative and Qualitative Research, Communication, Media Strategy, Global Tech Issues, Computer Programming.

Oct 2002 to Oct 2004

Viña del Mar, Chile

Missionviña.com – Full-Time Volunteer with LDS Church

Learned PHP and MySQL. Developed an easy-to-use website, resulting in drastically faster and more accurate collection of weekly statistics—saving the organization 30+ hours each week. Developed reporting software to improve decision making.

EXPERTISE

Research & Synthesis: User interviews, empathetic listening, usability testing, ecosystem mapping, journey mapping, design synthesis, generative research, storyboarding.

Design: Physical and digital prototyping, visual design, wireframing, ideation, storytelling, information architecture, systems diagramming, conceptual modeling.

Software & Code: Sketch, Photoshop, Illustrator, Final Cut Pro, Framer, Invision, Flinto, Principle, Keynote, HTML, CSS, Javascript, Git.