MATTHEW T RADER Dallas, TX

**Product Designer**  [portfolio.matthewtrader.com](https://portfolio.matthewtrader.com/)

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| PROFESSIONALPROFILE | Passionate about making human-centered digital products. I have over 4 years of experience in UX and 10+ years in design and web development with websites and apps. I make sure empathy for people is at the center of everything I do while making sure I achieve the business goals of the product I'm building. |
| CORECOMPETENCIES | * Create wireframes, personas, storyboards, prototypes, and user journeys using tools such as Sketch, Zeplin, Adobe XD, Illustrator, and Figma.
* Conduct UX Research such as user interviews, surveys, analytics, competitive analysis and generate a report of results.
* Solves design problems according to product requirements.
* Translates product requirements between various stakeholders and technical teams.
* Effective communicator and leader that focuses on creating solutions that are empathetic, accessible, and adaptable to future changes.
* Contribute to product strategy including brainstorming, making requirements, planning, problem solving, and componentization of software projects.
* Develop UI interfaces with a high proficiency in HTML5, CSS3, SASS, LESS, jQuery, JSON, Handlebars, and version control with Github.
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| SKILLS | Planning, Ideation, Problem Solving, Design Strategy ★★★★★★★★★★Adobe CC, Indesign, Illustrator, Photoshop ★★★★★★★★★★Figma, Adobe XD, InVision, Sketch, Zeplin ★★★★★★★★★★Google Analytics, Data Visualization ★★★★★★★★★★Atomic Design, Style Guide, Guidelines ★★★★★★★★★★Wireframes, User-flows, and Sitemaps ★★★★★★★★★★HTML5, CSS3, SASS, LESS, jQuery ★★★★★★★★★★  |

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| **UNIVERSITY OF NORTH TEXAS** Frisco, TX 2018 – 2019 | EDUCATION**MASTER OF ARTS IN INTERACTION DESIGN**Graduated in Dec 2019 with a 4.0 GPAConducted user-centered contextual research and synthesized data into actionable design and product directions that align user needs with business objectives and market opportunities. |
| **UNIVERSITY OF TEXAS AT DALLAS** Richardson, TX2012 – 2015 | **BA IN EMERGING MEDIA AND COMMUNICATIONS**Honors: *cum laude* (3.7 GPA)Dean’s List in Spring 2012 |

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|  | EXPERIENCE |
| **Skyllful**Plano, TX2020 - Present  | **Product Designer*** Leads product design, ideation, solutioning, and brainstorming sessions
* Cultivates executive and peer buy in during the design process
* Prioritizes accessibility features based on the needs of our target user group
* Conducts in-depth interviews and sentiment analyses
* Strategizes and executes a variety of user research methods
* Presents research and design progress to executive leadership
* Creates journey maps, graphs, and charts to communicate complex data and ideas.
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| **CBRE & Crowley Maritime**(Contracts)Dallas, TX2019  | **UX Designer/Researcher*** Led product design, ideation, solutioning, and brainstorming sessions
* Strategized and executed a variety of user research methods
* Communicated UX to dev team within the Agile methodology
* Presented designs, strategy, and outcomes to executive leadership
* Created prototypes and mockups with Figma, Sketch, InVision, and Zeplin
* Created journey maps, service blueprints, and charts to communicate complex data and ideas.
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| **DoctorLogic**Plano, TX2015 – 2019 | **UX Designer & UI Developer** * Designed human-centered products that met business goals.
* Prototyped with tools such as Figma, Adobe XD, and InVision.
* Conducted user research for web applications.
* Built over 20 custom designed websites on an ASP.NET MVC technology stack.
* Coded websites using CSS (including flexbox and CSS grid), HTML5, CSHTML, LESS, SASS, JSON, Handlebars, jQuery, JavaScript, and C# Razor.
* Worked within the SCRUM method in two-week sprints and tracked projects with Jira.
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| **UT Dallas** Richardson, TX2015 | **UI Designer & Developer*** Designed and built custom websites on the WordPress technology stack.
* Designed posters, flyers, websites, logos, banners
* Coded websites using CSS, HTML5, SASS, jQuery, and PHP.
* Established SASS as the standard CSS preprocessor for all future projects.
* Trained new WordPress users on how to navigate and use the system.
* Managed version control of websites using Github.
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| **Freelance Consultant**Dallas, TX2012 – 2018 | **Designer & Developer*** Designed and built responsive custom websites for a variety of clients and coded them using CSS, SASS, HTML5, PHP, jQuery, and JavaScript.
* Created marking materials including flyers, business cards, posters, booklets, social media banners, website banners, email templates, and more using the Adobe Creative Cloud.
* Designed and created flyers, signs, booklets, t-shirts, business cards and other marketing materials.
* Clients include Imaginuity, Financial Additions, Dickies, Mobile Mania, Encore Curve, and the Dallas Chapter of the American Payroll Association.
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