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. |
| 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 GPA  Conducted 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, TX  2012 – 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, TX  2020 - 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. | |
| **CBRE &  Crowley Maritime**  (Contracts)  Dallas, TX  2019 | **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. | |
| **DoctorLogic**  Plano, TX  2015 – 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. | |
| **UT Dallas**  Richardson, TX  2015 | **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. |
| **Freelance Consultant**  Dallas, TX  2012 – 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. |