|  |  |
| --- | --- |
| ***Matt Flynn***  *User Experience Product Designer* | *Medford, Massachusetts, USA Phone: 978-771-5259 Email:* [*Matt.flynn2005@gmail.com*](mailto:cogitareUX@gmail.com)  *Portfolio:* [*www.MF4UX.com*](http://www.MF4UX.com) |
|  |  |

*Overview*

*I’m a UX product designer My over 15+ years’ experience looking for an individual contributor opportunity. I’ve done B2B, B2C, enterprise, and SaaS applications for finance, pharma, medical, and retail. My experience includes research, information architecture, user interface (UI) design, and usability testing. I enjoy being a mentor, but primarily, I am an individual contributor and “forever student”, who learns from everyone. I’m a self-starter and initiative-taker who takes pride in being innovative, collaborative, and fast. My specialty is transforming complex big-data challenges into simple and engaging solutions in desktop and mobile.*

*Skills and Experience*

*Figma • Design Operations • UX Strategy • Omnichannel UX • Agile UX • Business analysis • Component libraries • Design systems • Documentation • Information architecture • Interaction design • Persona • Presentations • Prototypes • Responsive and adaptive mobile design • Site maps • Storyboards • Human Factors scenarios • Test script writing • User journeys • Usability testing • Visual design • Wireframes • Workflow design • Workshop facilitation • User story mapping • Halo • Miro • Lucidchart*

*Software*

*Figma • Sketch • Jira • Miro • MS Excel • MS PowerPoint • MS Teams • MS Word • Photoshop • Adobe XD • Balsamiq • Confluence • Illustrator • InVision • Google Sheets • Google Slides • Google Docs • Zoom.*

*Work History*

# *Senior UX Designer*

***Best Buy.*** *Richfield, NN, June 2023 – Current*

* *Optimized the product-to-market process through online collaborative team working sessions, user analysis, and quickly validating concepts with stakeholders, clients, and end-users.*
* *Collaborated closely with Product Design, Client Support, and Engineering from start to finish.*
* *Used Figma and Miro to create UI designs, UX Strategy Blueprints, test scripts, wireframes, user scenarios, evaluative research, visioning, process flows.*
* *Leveraged Human Centered Design principals to identify user challenges and avoid costly redesigns and ensure more seamless user experiences.*
* *Conducted remote and in person research and conducted usability test.*

# *UX Product Designer*

***Cogitare-UX LLC.*** *Medford, MA. February 2023 – June 2023*

* *Created wireframes, mockups and prototypes using Figma and Miro for storyboards, UX Strategy Blueprints.*
* *Conducted Human Factors/UX design research, designed, and tested the effectiveness of new and existing design elements, and functional components.*
* *Align them with standards best suited for developers to implementation to ensure the best UX for the user.*
* *Created usability test scripts to conducted UX design research by leveraging remote and in person usability test.*

# *App Development VP – Head of UX, Dev and QA*

***Life Image Inc.*** *Newton, MA. February 2021 – December 2022.*

* *Created wireframes, mockups and prototypes using Figma and Miro for research and storyboards.*
* *Lead remote team working sessions to create user story maps and create blue-sky wireframes in real-time.*
* *Oversaw the Engineering, QA, Delivery, and UX departments consisting of up to twenty-one people.*
* *Initiated weekly process improvement sessions, resulting in a measured 250% increase in team productivity.*
* *Reduced the overall product development budget by more than $2 million within the first year.*
* *Instituted time tracking, performance tracking, and accountability using Agile methodology.*
* *Implemented Human Centered Design to optimize the design process and ensure the products would be most effective and efficient.*

# *UX Team Lead*

***Bamboo Rose Inc.*** *Gloucester, MA. February 2016 – September 2020.*

* *Produced the future UX product vision documentation.*
* *Developed and maintained the library of design mockups, usage scenarios, specifications, created comprehensive UI wireframes and prototypes using FIgma, usability test scripts, and other UX documentation.*
* *Introduced end-user data collection with over ninety remote and in-person observation sessions, contextual Optimized the product-to-market process through online collaborative team working sessions, user analysis, and quickly validating concepts with stakeholders, clients, and end-users.*
* *Collaborated closely with Product Design, Client Support, and Engineering from start to finish.*
* *interviews, and usability tests.*
* *Collaborated closely with clients on location such as Kohl’s, American Eagle, and Loblaw’s*

# *UX Information Architect*

***AIR Worldwide Inc.*** *Boston, MA. June 2015 – February 2016*

* *Evaluated effectiveness of new and existing IA elements for improving online brand presence and user experience, using industry-standard best practices.*
* *Created appropriate IA deliverables (UI designs, wireframes, user scenarios, process flows) to support work effort and collaborated closely with companies like Lloyd's of London.*
* *Conducted in-person and remote usability testing, created wireframes, mockups, and storyboards, and other artifacts to ensure purposeful and clear experiences.*

# *UX Manager and Head of Portal Development*

***Fresenius Medical Care North America.*** *Billerica, MA. September 2014 – February 2015*

* *Led the UX/UI and front-end team to create tools for doctors and nurses.*
* *Collaborated with all product team members to create wireframes, mockups, storyboards, and user flows.*
* *Evaluated the effectiveness of new and existing IA elements, using performance metrics and industry-standard best practices to continuously improve the company’s online brand presence and user experience.*
* *A trusted design partner with the business and stakeholders.*

# *UX and Human Factors VP*

***PAREXEL International.*** *Billerica, MA. 2009 – August 2014*

* *Led UX/UI and front-end team to create tools featuring rich data visualizations for doctors and nurses.*
* *Collaborated with product team members to create wireframes, mockups, and user flows for the same purpose.*
* *Evaluated effectiveness of new and existing IA elements using performance metrics and industry-standard best practices for continuous improvement of online brand presence and user experience.*
* *Create human-centered experience ecosystems.*

# *Design Group Manager and VP*

***Bank of America.*** *Boston, MA 2006 – 2009*

* *Created information architecture and UI designs for a new app.*
* *Built effective design team of 12, including four full-time and six contractors while optimizing employee guides.*
* *Directed the creation of BOA and Merrill Lynch interim brands.*

***Education and Professional Affiliations***

* *Suffolk University: BFA, Graphic Design, 2005*
* *Bentley University, 4 User Experience Design Classes*
* *Usability Professionals Association*