

Matthew Zillhardt
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Professional Summary:

UX / UI Designer that grew up with the web that's been doing this before terms like UX were created. I draw, play war games, and refactor code for fun. I specialize in user centered designs that work across all platforms and devices from mobile/tablet to desktop; shaping products to be helpful, intuitive, and enjoyable for the end user. I build wireframes and personas based upon user research conducted by me and requirements for the products from end clients. I build prototypes to help test user interaction ideas, which then help inform enhancements to wireframes and visual style created in the agile process. My tools are the Adobe Creative Suite, Axure, and good old pen and paper to sketch out ideas.

Application and Programming Skills:

- HTML 5
- CSS3
- LESS
- Javascript (Jquery)
- Bootstrap
- Ratchet
- Agile / Scrum methodology
- Subversion (SVN)
- Microsoft Visual Studio
- Adobe Creative Suite
 - Photoshop
 - Illustrator
 - Indesign
 - Dreamweaver
- Axure
- Debugging tools
 - Firebug
 - Chrome DevTools

Design Skills:

- UX Strategy
- Persona development
- Userflow development
- Wireframe creation

Portfolio: <http://www.mattz-design.com>

Work Experience:

1/2012 - current Consultant UI Engineer and UX Web Designer

Nutrisystem – 5/16 to 8/16

- Assisted with updating Nutrisystem.com to work responsively. Bootstrap framework was added to existing site, and grid system added so as to ensure site operated across mobile, tablet, and desktop platforms on both Android and iOS.
- HTML, CSS, Javascript, Photoshop, Git, Bootstrap

Citigroup – 8/15 - 12/15

- Designed and built API Developer portal for internal development teams. Gathered requirements and conducted user research through interviewing with members of the development team to interpret what functionality was necessary. Developed the initial personas, userflows, and wireframes, based off of this user research, then proceeded with the creation of visual design and prototypes.
- HTML, CSS, Javascript, Axure, Photoshop

Bank of America – 6/14 - 7/15

- Made enhancements to existing application, Benefits Online. This included producing wireframes, userflows, personas, and visual design for new modules. Requirements came down from business teams. By leveraging the bootstrap framework into the framework ,it was possible to build out a mobile version of this.
- HTML, CSS, JavaScript, Jquery, Bootstrap, Photoshop, Microsoft Visual Studio, LESS

Profi-Vision – 2/14 - 5/14

- Rebuilt client's existing corporate website. This began with interviewing stakeholders for requirements gathering and user research, to understand the necessary functionality and the look and feel along with creation of personas. With this data, initial wireframes and style-tiles were built out to determine the structure and visual design. Once completed, HTML, CSS, and Javascript were coded to build out prototypes and templates for back end developers.
- HTML, CSS, Javascript, LESS, Photoshop

Ebay Enterprise – 6/13 - 12/13

- Built webstores for Fortune 500 clients, first on the Toys R Us project and then proceeding to the PetSmart project. Utilizing current front-end coding techniques and languages, building these stores out on the Intershop Enfinity platform.
- HTML, CSS, Javascript, LESS

Vanguard – 8/12 - 4/13

- Maintained multiple web properties through TeamSite CMS. With new projects, made UX recommendations, wireframes, and personas to facilitate increased usability while conforming to established branding strategies.
- HTML, CSS, Photoshop

Freelance, self – 1/12 - 7/12

- Clients included Smooth-On, Fantasy Football Bulletin, and the Alternative Gallery. Redesigned and developed new web applications, blogs, and webstores for clients while integrating social media into these properties. Conducted user research to develop personas, wireframes, and visual designs.
- HTML, CSS, Jquery, Javascript, WordPress, Photoshop

12/2009-12/2011 - E-services Manager, Trinity Direct

- Managed email campaigns for over two dozen different clients. Designed, developed, performed A/B testing, and analytics on email campaigns. Utilizing results from testing and analytics to further increase impact of these marketing campaigns and further decrease bounce rates while boosting open and clickthrough rates. Developed wireframes and visual designs based on client's established personas and brands.
- With one client, the email campaign I created resulted in donation of \$75,000 in three months; the same that they receive per year through direct mail contributions.
- UX Strategy, User Research, Wireframes, HTML, CSS, Jquery, Photoshop, Illustrator

6/2008-12/2009 - Consultant UI Engineer and Web Designer

Bayada Nurses - 6/09 – 12/09

- Designed new website that expressed client's core values, shaped by current design trends while keeping in tune with the client's existing brand strategies. Conducted user research to build personas and wireframes. Built out visuals and prototypes based on existing branding strategies utilized by the client.
- HTML, CSS, Photoshop

Lexis Nexis – 02/09 - 5/09

- Built sites for clients adhering to current design trends and coding practices, ensuring cross browser interoperability
- HTML, CSS, Photoshop

United Bank Card – 09/08 – 01/09

- Designed and developed www.harbortouch.com by utilizing the client's existing brand strategy and marketing materials as a foundation, while keeping the new site relevant and fresh.
- HTML, CSS, Photoshop, Flash

InterviewStream – 07/08 – 09/08

- Designed and developed new components for InterviewStream web application.

8/2007 – 5/2008 Plus Three, Bethlehem, PA

HTML Developer / Web Designer

- Coded several high profile websites such as www.fcnl.org and www.educationalequity.org.
- Integrated Social Media and blogging into client websites through our content management system.
- Created full designs and redesigns of over a dozen websites.
- Designed and developed email for various organizations for high volume distribution.
- Ensured cross-browser interoperability on client websites with all modern browsers, including IE6, IE7, Firefox, Chrome, and Safari.
- Utilized web compliant HTML and CSS for all company and client websites and communications
- (x)HTML, CSS, Photoshop

Education:

B.A., 2003, Albright College:

- Majored in Digital Media with a minor in Art.
- Awarded Essick Scholarship 3 years in a row.
- Awarded Trustee Grant 4 years in a row.