Matthew Zillhardt
Bethlehem, Pennsylvania
mattz.design@gmail.com
484.664.8465
www.mattz-design.com
LinkedIn Profile

Professional Summary:
UX Designer that grew up with the web I thrive in highly collaborative environments where teams work across departments to ensure products meet both the user needs and the business needs. I'm equally at home crafting UX Strategy, doing user research, building wireframes, and developing prototypes. I'm passionate about helping organizations grow by developing products that solve real world user needs.

Application and Programming Skills:

- HTML 5
- CSS3
- LESS
- Javascript (Jquery)
- Bootstrap
- 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
- UX Branding
- Persona development
- Userflow development
- Wireframe creation

Work Experience:

UX/UI Designer, GeoBlue, King of Prussia, PA , 9/2016 – 11/2020
- Drove initiatives to implement WCAG 2.0 compliance on several properties.
- Developed branding on various sites to remain consistent throughout process and ensured correct branding was displayed for various products and services.
- Implemented UX strategies on core eclaims process, smoothing out our claims process and reducing overall errors and calls to customer service.
- Designed and integrated Calendly scheduling application into our GeoBlueTravel site, increasing our interactions by 15%.
- Developed formalized UX Design process

Consultant UX Designer UI Engineer, 1/2012 – 9/2016
Creating user centered designs that focus on making products intuitive, helpful, and enjoyable. Working with clients in numerous industries, from financials to retail to non-profits. I create userflows, wireframes, and prototypes all through an iterative, Agile process, keeping branding consistent throughout these user stories.

E-services Manager, Trinity Direct, Butler, New Jersey - 12/2009-12/2011
As E-services manager I managed, developed, and designed all e-mail campaigns along with websites for Trinity Direct's clients in the non-profit industry. This was a brand new department at Trinity, which I was heading. Working with their existing clients, I built these new e-products around their existing brand to make sure they met their business and user needs. By conducting interviews with stakeholders and running analytics, I was able to further increase impact of these marketing campaigns and further decrease bounce rates while boosting open and clickthrough rates. This resulted in greater donations for their clients and larger end user engagement with them.

HTML Developer / Web Designer, Plus Three, Bethlehem, Pennsylvania - 8/2007 – 5/2008
I started off developing emails and websites for clients using HTML and CSS. I soon began redesigning websites for their clients in the non-profit industry while adhering to their brand strategies. A great experience where I learned Agile project management.

Consulting Projects:

Nutrisystem, Fort Washington, Pennsylvania – 5/16 to 8/16
I developed numerous pages and modules to adapt the existing NutriSystem website into a modern, responsive design framework along with making UX recommendations.

Citigroup, Warren, New Jersey – 8/15 – 12/15
I designed and developed the UX full stack of a API tracking system dashboard that allowed the developers to create and track their APIs through the approval process.

Bank of America, Pennington, New Jersey – 6/14 – 7/15
I created wireframes for new modules in their Benefits Online system along with coding the supporting HTML and CSS for them. Maintained consistent branding throughout new enhancements to current web properties.

Profi-Vision, Allentown, Pennsylvania – 2/14 – 5/14
Rebuilt client's existing corporate website, beginning with crafting the UX strategy while keeping the existing branding, then building wireframes and visuals by conducting user interviews to determine business and user needs.

Ebay Enterprise, King Of Prussia, Pennsylvania – 6/13 – 12/13
Built webstores for Fortune 500 clients, first on the Toys R Us project and then proceeding to the PetSmart project.

Vanguard, Malvern, Pennsylvania – 8/12 – 4/13
I made UX recommendations, wireframes, and personas to facilitate increased usability while conforming to established branding strategies while maintaining existing web properties.

Freelance, Bethlehem, Pennsylvania – 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.

Bayada Nurses, New Jersey - 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.

Lexis Nexis, New Brunswick, New Jersey – 02/09 – 5/09
Built sites for clients adhering to current design trends and coding practices, ensuring cross browser interoperability

United Bank Card, New Jersey – 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.

InterviewStream, Bethlehem, Pennsylvania – 07/08 – 09/08
Designed and developed new components for InterviewStream web application.

Education:

Albright College, Reading, Pennsylvania:
- 1999-2003, BA Digital Media, minor in Fine Art