

Matty Wilson

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[LinkedIn](#)

[Portfolio](#)

Skills

- Prototyping
- Creating Personas
- Social Media Marketing
- Analyzing User Interviews
- Creating Hi-Level Surveys
- Competitive Analysis
- Usability Tests

Tools

- Figma
- Sketch
- AdobeXD
- Google Analytics

Summary

Research oriented UX designer proficient in conducting user interviews, rapid prototyping, competitive analyses and usability tests. Has 4 years of experience conducting academic research and 1 year of experience doing market research for a national brand.

Projects

SquareFace | [Demo Prototype](#) | [View Case Study](#)

- Designed an alternative interface for FaceTime - using Figma
- Design choices based off of competitive analysis, and usability testing
- Focused on accessibility for all users, as well as ease of use

Sk8r | [Demo Prototype](#) | [View Case Study](#)

- Designed a mobile application to help people learn to skateboard - using Figma
- Used survey data, in tandem with competitive analysis to support design choices
- Prioritized simplicity in the UX and intuitiveness in the UI

Experience

CEO/Founder | Boi 1 of 1

Jun. 2020 - Present

- Performs all functions of a specialty clothing brand including product design, copywriting, customer support, social media marketing, and fulfillment of orders. Services thousands of people residing in 26 different countries.

Server | Schulson Collective

Sept. 2019 - March 2020

- Polished ability to generate solutions for clients by focusing on their problems while maintaining a comfortable and positive environment.

Buyer Solo | Buffalo Exchange

Feb. 2018 - Oct. 2018

- Researched competitors in the fashion industry to develop a buying strategy for this national brand that could be replicated in their stores across the country by making observations, drawing parallels, synthesizing results in a communicable way, and drafting action plans.

Operations Supervisor | Tufts University

Jun. 2016 - Sept. 2017

- Managed a team of 15 counselors supporting ~200 Taiwanese youth learning English.

Student Fundraiser | Tufts Telefund

Oct. 2014 - Jul. 2015

- Raised over \$20,000 for student groups by cold-calling alumni. Blossomed as a communicator.

Education

Tufts University

2014 - 2018

Bachelor of Arts in American Studies

- Research-heavy Humanities program that relied on my ability to understand people and translate insights found through media, interviews, and discussion into concise arguments and research reports.

Thoughtful

Dec. 2020 - May 2021

User Experience Designer/Research Bootcamp

- Translated skill in conducting interviews, synthesizing research insights, and competitive analysis to the field of User Experience.