

Matty Wilson

UX Researcher with a special interest in how qualitative methods can be leveraged to produce quantifiable impact.

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Experience

Customer Support Specialist @ HubSpot | Sept. 2021 - Present

- Problem-solved over 3500 support cases in varying product areas of the HubSpot CRM, from automation, to APIs, to marketing strategy
- Achieved and maintained the highest Customer Satisfaction rating (94/100) on my team since joining the company
- Directly led to a \$16,224 increase in the company's ARR by showing customers the value that an upgrade in their product level can have in accomplishing their goals

Key Work

- Assisted the HubSpot Payments Growth Team on various UXR projects
- Generated insights that helped stakeholders learn about barriers in adopting HubSpot Payments
- Co-moderated usability tests for drafts of the UI for Payments Hub
- Piloted usability tests and interview guides
- Collaborated cross-functionally with stakeholders and engineers to align product direction with user needs
- Increased conversions by 35% by applying insights from interviews and usability tests

Buyer @ Buffalo Exchange | Feb. 2018 - Oct. 2018

- Researched competitors in the fashion industry to build personas of customers that would inform the buying strategy of the company
- Drafted action plans based on my research that could be replicated in the company's ~50 stores across the country

Projects

SquareFace

- Conducted all research to inform the design of 14 low-fidelity wireframes for an alternative interface for Apple's FaceTime, focusing on accessibility throughout the research process
- Researched target users via competitive analysis and usability testing
- Read the full case study [here](#) and experience the clickable prototype [here](#)

Sk8r

- Led user interviews, and competitive analysis, as well as created User Stories and 2 Personas to inform the design of a mobile application to help people learn to skateboard
- Read the full case study [here](#) and experience the clickable prototype [here](#)

Education

Thinkful | UX Research/Design | Dec. 2020 - May 2021

- Applied knowledge in qualitative methods to the field of User Experience through design projects

Tufts University | American Studies | 2014-2018

- Graduated with a Bachelor of Arts degree from this research heavy humanities program
- Translated insights found through media, interviews, and discussions into concise arguments and reports