MATTHEW C. FORD

SENIOR UI/UX DESIGNER

CONTACT

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🌐 www.MatthewFord.co

📍 1800 Main St, Dallas, TX, 75201

TECHNICAL PROFICIENCY

- **Platforms:** macOS Ventura, Microsoft Windows 11
- **Design & Prototyping Tools:** Figma, Adobe XD, InVision, Sketch,
- **Adobe Creative Suite:** Adobe Illustrator CC, Adobe Photoshop CC, Adobe InDesign CC, After Effects CC, Adobe Captivate 2019
- **Web Technologies:** HTML5, CSS3, JavaScript (ES6+)
- **Office & Collaboration:** Microsoft 365 (Word, Excel, PowerPoint, SharePoint), Google Workspace (Docs, Sheets, Slides), Keynote
- **Project Management & Collaboration:** JIRA, Confluence, Miro

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DESIGN PROFICIENCY

- UX Design Thinking and Human-Centric Design User Research Responsive
- Design Wireframing & Prototyping 508
- Compliance Illustration & Motion
- Graphics Interactive Training Modules
- Branding & Identity Design Presentation
- Design Social Media Marketing
- Collateral Agile Scrum Project
- Management
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WORK EXPERIENCE

Senior Product Designer | Dallas, TX (Hybrid)

Integrity Marketing Group   Aug 2023 - Aug 2024

- Designed intuitive Insurance Technology user interfaces for web and Native mobile applications (Android and iOS), enhancing user engagement and satisfaction.
- Developed wireframes, prototypes, and interactive designs (using Adobe Xd and Figma) to effectively communicate and validate design concepts with stakeholders
- Conducted user research and usability testing to gather insights, identify pain points, and refine designs based on user feedback.
- Contributing to the design system by creating components in Figma and Adobe Xd
- Migrating Adobe Xd components into Figma
- Collaborated closely with product managers, product owners, developers, and data scientists to understand requirements, align on design goals, and deliver high-quality solutions
- Integrated advanced technologies such as AI into designs to enhance functionality and user experience
- Contributed to and maintained the integrity of the design system, ensuring consistency and best practices across all digital products
- Presented design concepts and key milestones to peers, stakeholders, and executive leadership, advocating for user-centric design principles

Senior Product Designer | Dallas, TX (Remote)

Lowe's   May 2023- Aug 2023 (Covering for Maternity Leave)

- Developed and implemented a Competitive Intelligence program for internal use
- Enhanced and contributed to the existing Design System using Figma
- Created and iterated on Lo-Fi and Hi-Fi designs in Figma
- Conducted end-user surveys to identify optimal design elements for UX experiences
- Worked within an Agile Scrum framework, collaborating with designers and developers to deliver results in two-week sprints
- Collaborated with a team of UX Architects and Designers to ensure Hi-Fi designs were pixel-perfect and developer-ready

Senior UI/UX Designer | Ft. Worth, TX (Remote)

Alcon Laboratories   Jan 2023 - May 2023 (Covering for Designer)

- Designed accessible desktop application interfaces for surgeons, nurses, and technicians used during eye surgeries
- Built and contributed to the Design System using Figma
- Created and iterated on wireframes and mid-fi to hi-fi prototypes in Figma
- Conducted end-user surveys to identify optimal design elements for enhanced UX experiences
- Collaborated with an Agile Scrum team to deliver design solutions in two-week sprints
- Translated client requirements into wireframes and prototypes using Figma

MATTHEW C. FORD

SENIOR UI/UX DESIGNER

REFERENCES

Mark Brooks
Sr Director Product Design
Supervisor at Integrity Marketing Group

📱 801-673-6816

✉ Mark.Brooks@Integritymarketing.com

Other references available upon request

EDUCATION

Florida Agricultural and Mechanical University | Tallahassee, FL
Bachelor of Art, Graphic Design, May 2009

WORK EXPERIENCE (CONT.)

Senior UI/UX Designer | Dallas, TX (Remote)

Realogy

Jan 2022 - Dec 2022

- Designed mobile and desktop experiences for brands including Coldwell Banker, Century 21, Sotheby's, and Better Homes & Gardens
- Developed and enhanced the Design System in Figma
- Created and tested live prototypes to validate design concepts
- Utilized recent studies and findings to identify and implement optimal design elements for UX experiences
- Collaborated with Agile Scrum teams to deliver design solutions within sprint cycles
- Designed visual aesthetics, including layout, menus, drop-down options, colors, and fonts, with flexibility for interface adjustments
- Translated client requirements into detailed wireframes and prototypes using Figma

Senior UI/UX Designer | Memphis, TN (Remote)

FEDEX   Jan 2021 TO Jan 2022

- Designed responsive website and mobile features for FedEx.com
- Developed and contributed to the Design System to ensure consistency and efficiency
- Conducted usability testing on applications, websites, and software to evaluate user experience and design effectiveness
- Integrated interface design concepts with digital design, establishing milestones to foster collaboration and teamwork
- Worked with Agile Scrum teams to deliver design solutions within sprint cycles
- Created and administered surveys through various platforms to collect user feedback on ease of use and satisfaction with company websites and products
- Designed visual aesthetics for products, including layout, menus, drop-down options, colors, and fonts, with flexibility for interface adjustments

Senior UI Designer | Alexandria, VA (On-site)

Results Direct   Feb 2018 TO Jan 2021

- Created wireframes and prototypes for mobile (iOS and Android) and desktop applications for association clients
- Designed responsive websites and native mobile app user interfaces
- Collaborated with project managers and developers to execute all visual design stages from concept to final hand-off
- Designed screens, buttons, scrollbars, and other navigational elements
- Translated association client requirements into enterprise software solutions
- Presented design deliverables to peers and stakeholders
- Conducted testing of applications, websites, and enterprise software to evaluate user experience
- Designed presentations using PowerPoint and Keynote to communicate design concepts and milestones
- Improved the look and feel of existing mobile and desktop applications
- Collaborated with clients to ensure consistency with brand identity