



Matthew Barton

User Experience & Product Designer

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EXPERIENCE

Senior UX Designer, Republic Wireless

Raleigh, NC

SEP 2012 – NOV 2018

I led the UX team at Republic for over 6 years. I was responsible for designing a suite of apps and services that thousands of people relied on a daily basis.

Noteworthy projects:

- Device activation
- Anywhere Messaging platform
- Relay app

Digital Strategist, Hesketh

Raleigh, NC

MAR 2012 – AUG 2012

I wore many hats within the agency. I was responsible for delivering efficient usable digital solutions to large projects with complex problems.

Noteworthy projects:

- Digital Strategy for CCF

User Experience Designer, iContact

Morrisville, NC

DEC 2009 – FEB 2012

As part of the UX team. I was responsible for the UX & UI of iContacts product as well as the front end development of the application (mixture of html/css/js/php). We worked closely with Engineering and product management, to ensure that the business goals were being met along with our user goals

SUMMARY

I believe great ux is driven by a designer who does 3 things well:

1. Keep a constant conversation going with your users.
2. Measure the effectiveness of their work by reviewing analytics, support tickets, and customers
3. Builds strong partnerships with internal teams. Close teams that communicate well build great products

SKILLS

User Experience Strategy
Information Architecture
Wireframing
Prototyping
User testing
UI Design
Split Testing
Evolving Designs

Noteworthy projects:

- Integration with Google Analytics
- Social Media publishing
- Redesigning the Manage Your Subscription process and functionality

Senior Interactive Designer, Brooks Bell Interactive,
Raleigh, NC

JUN 2007 – NOV 2008

I designed online advertising strategies for clients such as AOL, Wall Street Journal, and Consumer Reports. I focused on landing page optimization, direct response banner ads, and direct response email campaigns.

EDUCATION

1999-2001 FIDM, San Francisco, Associates Degree in Visual Communications

1995-1998 Leeds Metropolitan University, BA in Fine Art

RESOURCES

medium.com/@octobermigrate
twitter.com/ux_etiquette

REFERENCES

Available upon request