

MATTHEW CUNNINGHAM

Invent and enhance experiences

ELEMENTUM

LEAD PRODUCT DESIGNER

NOV 2017 – PRESENT

Lead UX for Agile Experiments

Rapidly invent through iterative launches and validating hypotheses

Rationalize Complex Systems

Drive clear alignment of highly variable supply chain networks

Empower with new Techniques

Coach teams on how to uncover and share insights that influence

INTUIT / QUICKBOOKS

PRINCIPAL INTERACTION DESIGNER

JUN 2015 – NOV 2017

Enabled Google Partnership

Crafted a long-term vision that unlocked the official partnership

Grew, Led and Fed Teams

Recruited, interviewed, mentored and managed all kinds of designers

Launched Successful Integrations

Maintained 93% retention rate and earned millions/month in revenue

FREELANCE / VERIZON, MAG7, & INBOUND CROWD

SR. UX DESIGNER & RESEARCHER

OCT 2014 – JUN 2015

Discovered Key Insights

Designed usability and ethnographic studies to drive strategy and design

Devised Portal for Oncologists

Introduced doctors to a new medication for persistent tumors

Designed Entire B2B iOS App

Single-handedly designed iPad, iPhone apps for in-field teams

USERTESTING

LEAD PRODUCT MANAGER & UX DESIGNER

JUL 2013 – OCT 2014

Overhauled Marketing Site

Designed UX that increased leads 9X, online sales by +38%

Hired & Managed Product Leads

Hired, managed and art directed Visual Designer, managed PM

Performed Logic Miracles

Proposed logic enhancement that doubled key metrics in just 2 weeks

ADDTHIS

SR. UX RESEARCHER & STRATEGIST

OCT 2011 – JUN 2013

Invented New Products

Led UX Strategy for sign-in and successful new product suite

Optimized Install Conversion

Improved conversion on the site — over a hundred more installs/month

Discovered Issues and Solutions

Monitored analytics for website and plugins to inform tactical next steps

GEOSTELLAR

LEAD PRODUCT MANAGER & UX DESIGNER

MAY 2011 – OCT 2011

Found New Revenue Streams

Analyzed deep data assets and uncovered new opportunities

Optimized and Ran Daily SCRUM

Worked directly with front-end developers for high ROI changes

Implemented UX Capacity

Evangelized, introduced, and demonstrated UX methodologies

RTC / AUDI, ABBOTT & NOVO NORDISK

UX DESIGNER

FEB 2008 – MAY 2011

Helped Win Big Agency Pitches

Led UX Strategy for pitches worth over \$15 million in new business

Impacted Metrics with Tiny Tweaks

Changes to Audi e-newsletter increased profitability by 1,300%

Clarified Complex Logic and Flows

Invented interactions and worked with developers QA advanced logic

SKILLS / HOW I MOVE THINGS FORWARD

Drawing, Whiteboarding, Wireframes, UX Maps, Usability Tests, Contextual Inquiries, Design Systems, Visual UI Design, Affinity Diagrams, Journey Mapping, Mental Models, User Needs Analysis, Service Design, System Design, Information Architecture, Card Sorting, Workshop Facilitation, Fostering Design-Thinking Culture, Brainstorming, Presenting to Leaders, Raising Morale, Hitting Goals, Writing Content, Copy Editing, Design Critiques, HTML, CSS, jQuery...

TOOLS I LIKE TO USE

Figma, Axure, InVision, Sketch, Photoshop, Omnigraffle, Illustrator... UserTesting, Google Analytics, MouseFlow... Survey Monkey, Google Forms, Qualtrics... iMovie, Video Edit Magic Pro, Audacity... Google Cloud Apps, Microsoft Office Suite... PyCharm, SublimeText...

TRAINING & CONFERENCES

Masterful Conversations 2018

O'Reilly Design Conference 2017

SXSW-Interactive 2010 and 2013

Adaptive Path UX Immersive 2010

EDUCATION

University of Houston,
Honors College (2 years)
Focus: Mathematics & Studio Art