

**Matthew Runde**

UX Designer &amp; Strategist

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GOAL

To work as a member of a team that delights users with intuitive, engaging experiences.

PROFESSIONAL SUMMARY

- Master's degree from the Experience Design program of the Brandcenter at Virginia Commonwealth University
- Over 15 years of experience in UX design, UX strategy, and Web design
- Designed and built Web sites for Verizon
- Was the Web designer for a pharmaceutical industry trade group
- Extensive experience with all phases of digital product design

SKILLS

- User experience design and strategy (UX) – Experience with wireframes, flow diagrams, personas, prototypes, card sorting, hierarchies, user stories, user scenarios, use cases, etc.
- User interface design (UI) – Experience planning, integrating, implementing, and refining user interface design for an incredibly diverse array of Web sites. Experience includes E-commerce sites, affiliate-driven sites, sites for specific age groups, and iterative design.
- Information architecture (IA) – Experience designing information architecture to maximize online user experiences and enhance Web site usability and functionality. Knowledge of hierarchies, faceted hierarchies, and search techniques.
- Digital storytelling – Experience using story elements such as knowledge gaps, key questions, and answer-and-question formatting, as well as narrative techniques and visual design to heighten emotion for users and craft compelling experiences.
- Analytics and research – Experience marketing based on research of site analytics, and optimizing ongoing marketing activities accordingly.
- Skills and software – Working with all stakeholders, creating and giving presentations, concepting, HTML, CSS, jQuery, SEO, Photoshop, Illustrator, InDesign, Logic, Flash, Dreamweaver, OmniGraffle, and others.

RELEVANT EXPERIENCE AND CHRONOLOGY

UX and Branding Consultant

Freelance – St. Petersburg, Florida – September 2014-present

I'm combining advanced UX design and strategy, storytelling, and information architecture to build a brand.

#### UX Designer and Strategist

Independent – St. Petersburg, Florida – May 2012-Sept. 2014

After getting my master's degree, I spent some time caring for my ailing mother (she's fine now), and then began developing advanced UX projects independently for sale directly to corporate clients. These include: integrating Google Maps and Facebook to create a shot-mapping tool for a golf equipment manufacturer; redesigning a smart TV/DVR system; and using storytelling as the basis for an innovative email system for seniors.

#### Creative Technologist (Intern), Publicis, New York, New York – June-Aug. 2011

I worked on L'Oréal Garnier Fructis, Hilton HHonors (no, that's not a typo), Puffs, Charmin, Pepto-Bismol, and Citi. My team won the Publicis intern competition with my manifesto, "Most Important Person."

#### Web Developer

Freelance – Richmond, Virginia – Feb.-June 2011

Includes Web development and SEO.

#### MS Degree from the Brandcenter at Virginia Commonwealth University – Sept. 2010-May 2012

Worked individually, with other designers, and in business and creative teams designing a large number of digital experiences, apps, and campaigns. This involved UX strategy, UX design, creative technology, and branding.

#### Web Designer and Marketer

Freelance – St. Petersburg, Florida – Nov. 2008-Sept. 2010

Includes UX strategy, UX design, Web and print design, and promotional work.

#### Principal Web Designer

International Society for Pharmaceutical Engineering, Tampa, Florida – Aug.-Nov. 2008

I worked on UX design, Web strategy and planning, UI design, CMS evaluation, and Web site maintenance.

#### Web Developer

Freelance – St. Petersburg, Florida – Nov. 2006-Aug. 2008

Includes Web development, SEO, and project management.

#### Web Developer

Verizon/Idearc Media, St. Petersburg, Florida – May-Nov. 2006

I designed, built, and maintained scores of Web sites and optimized sites as part of search-engine marketing campaigns for use with pay-per-click. I was a contractor, employed by TAC Worldwide Companies.

## EDUCATION

MS in Mass Communications from the Brandcenter at Virginia Commonwealth University, 2012

I graduated from the Experience Design program (then known as Creative Technology).

BA in Visual Arts from Eckerd College, 2005