

MATTHEW B. DULL

UX/UI Design :: Usability :: Information Architecture

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PROFILE ::

Matthew is an experienced UX professional with a strong background in UX/UI design, website usability analysis, and content organization. Adept at working on both large and small projects, he is a creative problem solver whose primary objective is to create the most usable product for the user. Matthew is also passionately team-focused, devoted to mentoring, training, and working collaboratively with both internal team members and clients.

EXPERIENCE ::

Senior User Experience Architect/Designer

Sept 2015 – May 2016

Perficient Digital, Ann Arbor, MI

- Led the UX portion of a \$500K+ ecommerce website redesign for a large B2B/B2C industrial supplier.
 - Designed 40+ custom wireframes that included client-specific B2B features
 - Created sitemaps and process flows to represent customer and business behaviors
 - Gathered requirements through client and customer interviews
- Assisted with the reorganization of the company's SharePoint intranet.
- Documented internal processes and expanded training documentation for the UX department.

Usability Manager, Team Lead, Auditor, Trainer

Feb 2008 – July 2015

ForeSee, Ann Arbor, MI

- Managed, mentored, and trained a team of 20+ usability auditors performing heuristic evaluations of websites for large and medium-size clients in industries such as retail, government, healthcare, CPG, and telecom.
- Led external projects, including a multi-million-dollar telecom competitive analysis, and internal projects, such as a complete redesign of a custom usability auditing tool.
- Provided operational and strategic guidance to management for team efficiency and product innovation.
- Conducted and compiled UX research to improve and expand the heuristic knowledgebase.
- Analyzed and delivered results of custom heuristic evaluations for hundreds of client websites, delivering actionable recommendations to increase usability and drive visitor satisfaction.
- Assisted with sales and spoke at conferences on behalf of ForeSee.

Information Architect

Aug 2005 – Feb 2008

Wunderman Team Detroit (formerly JWT Digital), Dearborn, MI

- Designed wireframes, sitemaps, and process flows that guided creative and IT development of vehicle launch websites, brand site redesigns, and web marketing initiatives for Ford Motor Company.
- Created cross-brand user experience strategies for Ford, Lincoln, and Mercury websites by gathering requirements, competitive analysis, personas, and analytics.
- Worked closely with cross-functional internal teams, Ford clients, outside vendors, and partners including Microsoft, AOL, and Yahoo.
- Planned, implemented, and analyzed multi-state usability testing of prototype website designs.
- Researched and advised on best practices for information architecture, UI design, and usability.

