

MATTHEW B. DULL

UX/UI/UCD :: Usability :: Information Architecture

Address: 1558 Glastonbury Rd, Ann Arbor, MI 48103

Email: mdull@umich.edu **Phone:** 734-277-1790

Web: matthewbrian.com

PROFILE ::

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

EXPERIENCE ::

UX Design Lead / Senior UX Designer Aug 2016 – Current
Michigan Medicine (University of Michigan Medical School), Ann Arbor, MI

- Lead design and share product ownership of multiple custom web applications, including a multi-year effort to replace and expand a software suite supporting faculty planning, hiring, and promotion in the Medical School.
- Work collaboratively with Agile development teams to conceptualize software solutions, write user stories, draw mockups and wireframes, and QA new features.
- Interface with stakeholders and users, gathering requirements, negotiating feature prioritization, demoing software progress, and delivering training sessions.
- Expand UX awareness by speaking at Michigan IT conferences and co-founding a new user-centered-design community of practice within Michigan Medicine.

Senior User Experience Architect/Designer Sept 2015 – June 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.

EDUCATION ::::::::::::::::::::::::::::::::::::::

University of Michigan: School of Information , Ann Arbor, MI	April 2005
Master of Science in Information (Human-Computer Interaction)	

Franklin & Marshall College , Lancaster, PA	May 2001
Bachelor of Arts in Biology	

SKILLS ::::::::::::::::::::::::::::::::::::::

Methods + Tools: user experience design, mockups, wireframing, customer interviews, information architecture, taxonomies, heuristic evaluation, user experience research, usability testing and analysis, customer satisfaction analytics

Software + Technology: Sketch, Lucidchart, Visio, HTML, CSS, PHP, MySQL, WordPress, Photoshop, MS Office Suite