Matt Slaughter
Experience Designer

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"Everything is designed. Very few things are designed well." Brian Reed
Like the resume process. For a better experience visit: **HeySlaughter.com**

Work Experience

TrainHeroic / Director of User Experience

JUNE 2014 - PRESENT, BOULDER, CO

Currently, I am head of experience design and creative direction for the leading strength & conditioning software for coaches & athletes.

Since 2014, we've launched three mobile apps, a training marketplace, and a very robust coaching platform. All this, with the goal of changing the way coaches and athletes train for sport. Additionally I've helped grow our company from 5 people to >20.

Key Roles:
• UX Director/Head of Design
• Product Ownership (Lean/Agile Methodologies)
• User Research & User Testing

FCB Chicago / Sr. Strategic Planner UX

JUL 2013 - AUG 2014, CHICAGO

Acted as the on-site liason for Cox Communications for projects including:
• Entire redesign/optimization of buy-flow experience,
• "My Account" Overhaul & New Digital "Welcome Center."
• Conducted countless stakeholder/user interviews and developed business/functional spec requirements.
• Organized live design sessions with client & internal team before delivering final mocks/specs to development teams.

Key Clients: Jack Daniels, Cox Communications

Rockfish Digital / Sr. User Experience Architect

JAN 2011 - JUL 2013, DALLAS

 Helped rebuild and shape the UX discipline at an organizational level.
• Lead UX Architect for:
   • Sam's Club Mobile app (v3.0) & iPad (2.0)
   • Corner Bakery marketing site + online ordering system
   • United Health's "AmericasHealthRankings.com"
• Owned the full weekly and monthly reporting of mobile and web products for Sam's Club

Key Clients: Sam's Club, Walmart, Corner Bakery

Education

University of Arkansas //
BBA Marketing, BFA Communications

2010, FAYETTEVILLE, AR

CodeCraft School of Technology //
Full-stack Front-End JS Certification

2016 BOULDER, CO

Skills

Design: Visual Design • Creative Direction • User Interface • Style Guides and Pattern Libraries • User Experience Design • Low-High FIdelity Wireframe and User Flow Documentation • Sketch • Adobe CC

Prototyping: Rapid Prototyping (Invision, Keynote, Proto.io) • Intermediate/Hybrid (Framer.js, Origami) • Motion/Transition (Principle, After Effects) • Interactive (HTML, CSS, JS, JQ)

Research & Product: Product Strategy & Vision • Product Roadmapping and defini-tion • User Interviews/Surveys • Landscape Analysius • Journey Mapping & Storyboard-ing • User Testing • Data Analysis • Task Analysis & Persona Definition

Collaboration & Leadership: Product/Proj-ect Management • Backlog Grooming • Culture Architecture • Mentorship • Workshops & Trainings