MATT
SLAUGHTER

EXPERIENCE DESIGNER
CREATIVE STRATEGIST
COMPLULSIVE IDEATOR
PURVEYOR OF PIXELS
PRODUCT & USER ADVOCATE

A MAN OF THE PEOPLE AND THEIR EXPERIENCES

Everything is designed. Very few things are designed well. Like the resume process.
For a better experience see HeySlaughter.com

0.1 — EXPERIENCE

DIRECTOR USER EXPERIENCE
// TRAINHEROIC - BOULDER, CO
2014- PRESENT (4 YRS)

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

SR. STRATEGIC PLANNER - USER EXPERIENCE
// FCB CHICAGO • CHICAGO IL
2013 - 2014 (1 YR)

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

SR. USER EXPERIENCE ARCHITECT
// FCB CHICAGO • CHICAGO IL
2011 - 2013 (3 YRS)

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 Brands: Sam's Club, Walmart, Corner Bakery

0.2 — EDUCATION

BBA MARKETING + BFA COMMUNICATIONS
UNIVERSITY OF ARKANSAS - FAYETTEVILLE
2010

FULL-STACK FRONTEND JAVASCRIPT CERT.
CODE CRAFT SCHOOL OF TECH. - BOULDER
2016

0.3 — SKILLS & PROFECIENCES

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 definition • User Interviews/Surveys • Landscape Analysius • Journey Mapping & Storyboarding • User Testing • Data Analysis • Task Analysis & Persona Definition

COLLABOARATION & LEADERSHIP: Product/Project Management • Backlog Grooming • Culture Architecture • Mentorship • Workshops & Trainings • Strategic Goalsetting

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