Matt Murdy

Justin, TX 76247

• Portfolio: <http://www.mattmurdy.com> • LinkedIn: <https://www.linkedin.com/in/mmurdy/>

Profile

UX Architect

* 15 years of UX design and architecture experience
* Former clients include: Dell, Microsoft, NFL, AT&T, Southwest Airlines, Travelocity, JC Penny, Kraft, Southern Methodist University, Thirty-One Gifts, Trend Micro, BlueCross BlueShield, Credit Union National Association
* Domain experience: technology, information systems, ecommerce, healthcare, insurance, banking and finance, marketing, travel, telecommunications, consumer goods and services, information and consumer security, small business, higher education, and online learning

Skills

UX leader, trusted and consistent contributor, mentor

Gather and document requirements, use cases, user stories in Agile, SCRUM processes

Work independently, collaboratively, proactively across accounts and disciplines and against aggressive deadlines

Create wireframes, interactive prototypes, sitemaps, user / screen flows, detailed interaction design, state transition diagrams, journey maps, motion graphics, video and audio, information architecture

Proficient with Figma, Sketch, Adobe Creative Suite, HTML, JavaScript, JSON, jQuery, CSS, Bootstrap, WordPress, SharePoint, Sitecore, databases, Vue JS, SEO, user behavior analytics

Professional Experience

Senior UX Architect – Hawkeye Agency, Inc., Dallas, TX Apr, 2021 – present

Interactive agency providing services, such as, web development, technology and innovation, emerging media, analytics, mobile, advertising, creative and search.

* Healthcare and finance sectors UX
* Projects: Sr UX architect for all client digital projects
* Built fully functional interactive prototypes, sales demos, wireframed UX for mobile and desktop sites, designed and tested Find A Doctor feature-rich experience, designed complex consolidated billing flows, created wireframes and prototype for purchasing experiences, performed and reported on user testing sessions, pitched and won client work for main website, main logged in dashboard, sales sites, career site

UX Architect – Freelance, DFW Metroplex, TX Oct, 2020 – Apr, 2021

* Freelance internet consulting healthcare and lifestyle sites

UX Architect – Infinity Consulting Solutions, Inc., DFW Metroplex, TX May, 2020 – Sep, 2020

Technology consulting for multinational cyber security software company (Trend Micro).

* Projects: Global Marketing UX architect for domestic and international websites
* Lead information architecture on main US websites for global navigation redesign

UX Architect – Thirty-One Gifts LLC., Flower Mound, TX Sep, 2019 – May, 2020

Direct sales company with $800m in annual sales.

* Principal UX architect and designer for digital properties, consultant websites, mobile apps, interactive prototypes, design and style guides

UX Architect – Freelance, DFW Metroplex, TX Jun, 2019 – Sep, 2019

* Health coaching website prelaunch UX strategy, built WordPress site

UX Developer – Ascend Marketing,DFW Metroplex, TXSep, 2018 – Jun, 2019

Customer engagement firm specializing in journey marketing automation.

* Projects: SMU online cybersecurity website, Republic Title website, Node.js prototype dashboard for journey marketing automation tool (kitewheel), built site for online graduate course for cybersecurity (Sitecore)

UX Architect – Freelance,Amarillo, TX Mar, 2017 – Sep, 2018

* Projects: A V Corp Security website, Amarillo ARAD Comprehensive Treatment Center website, Park Central Luxury Senior Living website, consulted on digital marketing

UX Strategist | Digital Marketing Director – Happy State Bank,Amarillo, TX Jun, 2013 – Mar, 2017

Community bank privately held with $3 billion in assets under management.

* Projects: Rebuilt bank website, intranet, internet banking website, mobile prototype site for HR
* Worked closely with Chief Information Officer and team to revamp web and mobile interfaces
* Created wireframes, sitemaps, screen flows, detailed interaction design assets, state transition diagrams, interactive prototypes, information architecture, site map

UX Architect – betterMD.net Inc.,Austin, TX Mar, 2010 – Jun, 2013

Privately held medical supply and electronic medical records company.

* Projects: rebuild clinic staff and patient websites
* Implemented software team version control; integrated legacy accounting system online/offline integration with QuickBooks, Salesforce.com, MS SQL Server, MySQL, Informatica, WordPress
* Built mobile product store prototype

Sr. Front-End Developer – Razorfish | Microsoft, Austin, TX Jan, 2008 – Mar, 2010

Interactive agency providing services, such as, web development, technology and innovation, emerging media, analytics, mobile, advertising, creative and search.

* Projects: interactive consumer websites
* Clients included: Southwest Airlines, Dell, NFL, Papa John’s, State Farm, Kraft, JCPenney, AT&T
* Delivered winning client-pitch video to secure a crucial account

UX Strategist | Process Engineer | Software Project Manager – Dell Inc.,Austin, TX Jan, 2000 – Oct, 2007

Leading online ecommerce site (premier.dell.com).

* Projects: dell.com, premier.dell.com ecommerce websites, software engineering process group
* Designed UX and UI for global IT software SDLC website
* Managed large organization’s change & release management process, and process adoption, implemented software estimation and SDLC quality assurance techniques

Education

Texas Tech University, Rawls School of Business, Lubbock, TX

Bachelor of Business Administration – Management Information Systems Summa Cum Laude

Chinese (Mandarin) Language,moderateconversational proficiency