

# Matt Bass

## UX & Product Design

10+ years of experience driving results across teams and disciplines, enhancing team process through collaboration. Studying systems, product workflow, and using research and testing to deliver user-friendly solutions meeting stakeholder and business needs.

## RECENT DESIGN EXPERIENCE

### Riot Games

Senior UX Designer

Project Lead on player experiences, improving game engagement and account management experiences. Oversaw signup and invitation experience critical to the success of VALORANT's launch on XBOX and PS, and launch of 2XKO Alpha. Designed a simplified responsive web experience directly increasing user base, engagement, and player retention.

Implemented QR Code Login to align across product touchpoints, increasing account security and fast tracking users into their account. Updated Account Management experience using research, competitive analysis and testing, to inform new functional groupings and increase mobile usability. Update also reduced the cost of API calls and unblocked new feature capabilities.

### Riot Games

Senior UX Designer

Completed oversight launch on Developer Portal MVP. Provided a guided experience reducing human errors and improved workflow. Created best practices interface, simplifying experience for new users while retaining power user customization, and increasing system guard rails for safer deployment. Reduced code drift across teams to reduce costs, and increase scalability.

Drove multi-team effort on MVP internal tooling design system. Increased productivity creating UI information pattern consistency. Reduced costs through design system consolidation and workflow guardrails to avoid live incidents. Provided hands-on cross-team integration guidance, and templated UI to expedite new feature development. Cross-team coordination overhauling IA of internal documentation site, easing documentation creation and updating.

### Player Experiences

July 2023 - February 2025

### Developer Platform

May 2022 - July 2023

## Contact Info

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[www.mattbass.design](http://www.mattbass.design)

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## SKILLS

Competitive Analysis  
Design Systems  
Information Architecture  
Market Research  
Prototyping  
Surveys  
Service Design  
Systems Thinking  
Usability Testing  
User Research  
UX Copy  
User Flows + Journeys  
Visual | UI Design  
Wireframing

## Tools + Languages

Figma  
HTML | CSS | Javascript  
Jira  
Miro  
Notion  
Sketch

**Riot Games**

Lead Designer (Contract)

**Developer Platform**

May 2021 - July 2022

E2E oversight beginning MVP of Developer Portal for Game Delivery Tools team. Created flows and wireframes from technical documents. Tested prototypes with users to iterate towards solutions reflecting developer goals.

**Matt Bass Design**

Design &amp; Development

**Freelance**

January 2018 - Present

Worked with various clients using research and SEO data to create new or redesign existing sites, including occasional implementation. Led research and design for Humanity Forward's civic engagement startup MVP.

**ADDITIONAL EXPERIENCE****Chemical Imbalance Management**

Literary Management &amp; Producer

January 2011-Present

Developed and sold content for clients, and as an Independent Producer.

**HBO Films**

Film Development Executive

September 2001 - December 2010

Developed a slate of original film content. Oversaw internal readers.

**Creative Artists Agency**

Asst To Head Of International Finance

December 1999 - September 2001

Assistant duties. Coordinated festival scheduling and client work.

**EDUCATION****Bloc.io**

UX|UI Design Certification

**University Of Southern California**

BA - Critical Studies Film &amp; Television