

# Matt Bass Product Designer

Entertainment storyteller turned designer & problem solver, bridging user needs and business goals to tell stories. I combine research and testing to deliver intuitive user experiences, and tell a story through informed design decisions. Front end skills for easier developer handoff.

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## EXPERIENCE

Matt Bass Design — **Freelance Designer**

**2018 - Present**

User-centered mobile first designer pairing user needs with business goals. Taking user research and testing to inform user stories, mockups, and wireframes.

## UX SKILL SET

Branding  
Information Architecture  
Strategic Analysis  
User Research & Testing  
UX Writing

## RECENT PROJECTS

**Access America — Lead Designer** (in progress)

Oversaw UX and Design Strategy on citizenship digital identity solution. Created wireframes built off user research, for simplified user experience reaching a wide audience. Guided the creation of branding elements. Worked with developers to create secure design solutions implementable in code.

## UI TOOLS

Adobe  
Axure RP  
Draw.io  
Figma  
Invision  
Sketch  
Zeplin

**SMITH EMERY — Designer** (4 Months)

Redesign of company pricing book, and subsidiary company website. Created consistent design system through typography and existing brand colors, to decrease page count and increase legibility. Designed lo and hi fidelity wireframes, based on company heirarchical needs.

**CINEMA MAKEUP SCHOOL — Primary UX Designer** (Six Weeks)

Site redesign, creating lo fidelity wireframes using existing SEO data for a research-driven outcome. Improved accessibility with a bottom pinned mobile menu. Increased legibility and clarity through typography, visual system structure, and UX content. Upgraded UI design.

## FRONT END SKILLS

HTML & CSS  
Javascript & JQuery  
Git & Github

**DESIGN READS — UX Research & Design Team Member** (3 Months)

iOS SaaS app to share UX resources. Remote designer collaboration, centered via kanban board. Organized IA with user research, and translating results into wireframes. Created UX content.

**VILLAGE — Primary UX Designer** (1 month sprint)

iOS Saas app, improving school communication. Researched market and potential users to uncover MVP needs. Resulting data-informed creation of stories, flows & site maps, wireframes, and UI elements. Multiple round user testing with prototypes to refine decisions. Created visual design, branding & style guide.

## EDUCATION

Bloc.io  
*UX/UI Design Certification*  
University Of Southern California  
*BA - Critical Studies / Cinema-Television*

## PREVIOUS EXPERIENCE

**Chemical Imbalance Management — Literary Manager & Producer**

Strategic literary representation, helping screenwriter clients develop ideas then partnering with talent. Sold a range of film/tv projects as a producer.

**HBO — Film Development Executive**

Acquired/developed material to expand the brand. Partnered with other departments to source new projects and talent relationships.