

Matt Ward

Product Designer

Atlanta, GA

mwarddesign.com

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EDUCATION

Georgia Institute of Technology — *BS Industrial Design, 2017*

Georgia Perimeter College — *AS Business Admin, 2014*

EXPERIENCE

Tensure Consulting — *Lead Product Designer*

Dec 2021 - PRESENT

Lead the design efforts on several products for the Mailchimp Incubation and Data Science teams by conducting workshops, developing product roadmaps and delivering final designs.

Tensure Consulting — *Lead Product Designer, Freelance*

Jun 2021 - Dec. 2021

Led the design efforts for the Mailchimp Incubation team by creating new product concepts and presentation pitches that helped secure over 10 million dollars in funding for strategic initiatives.

Truist Bank — *Senior Experience Designer*

Apr 2020 - Nov 2021

Designed and released two commercial mobile banking apps for one of the largest banks in the US. Led our team to ensure our designs met accessibility standards.

Digital Scientists — *Product Designer*

Mar 2019 - Mar 2020

Designed the beta release of Creative Assistant, an AI design software, for Mailchimp. Took the project from initial concept to a production release, leading to a 14% increase in email engagement.

Techtronic Industries — *UX/UI Designer*

Jan 2018 - Feb 2019

Designed three mobile apps with connected IOT products sold at The Home Depot and developed new prototyping methods for testing IOT products.

Big Bang — *Product Design Intern*

Jan 2016 - Oct 2017

Created concepts, digital prototypes, and analyzed user research for Cuisinart and various other clients.

SKILLS

Low - High Fidelity prototyping

Wireframes

Visual Design

Journey maps

Micro-animations

User interviews

Product strategy

Storyboarding

Software

Figma

Adobe Suite

Miro

Jira

Trello

Honors

Beaker Award

Digital Scientists, 2019

Best Portfolio

Bestfolios, 2018

Silver Medal

Georgia Tech ID, 2016

Guest Lectures

UX Design Field

Georgia Tech School of ID
*Fall 2021, Summer 2021,
Fall 2020*

Prototyping Techniques

Georgia Tech School of ID
Fall 2018

Guest Reviewer

Georgia Tech School of ID
*Spring 2019, Summer 2020,
Summer 2021, Dec 2021*