MATTHEW HUNTER RICHARDSON

Senior UX/UI Designer

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SUMMARY

Professional UX/UI Designer with 6+ years of experience designing applications across various industries, including Shipping and Logistics (UPS), Airlines (Hawaiian Airlines), and Social Media (Qutee).

Specialties: Team Management, User Experience Design, User Interface Design, Design Patterns, Wireframes, Mockups, Prototyping, iOS Apps, React Apps, Web Apps, Agile, User Research, User Testing, User Flows, Component Libraries, and WCAG Guidelines.

Software: Figma, Sketch, Jira, Zeplin, Axure, Adobe XD, InVision, Fullstory, HotJar, Excel, Adobe Illustrator, Adobe Photoshop, and Adobe Creative Suite.

EXPERIENCE

Senior UX/UI Designer

Ware2Go (UPS Subsidiary)

📅 02/2020 - Present   📍 Atlanta

- Led the design and development of a comprehensive enterprise application suite for UPS.
- Managed a team of three UX designers; by fostering collaboration, I ensured the timely delivery of high-quality designs.
- Used Figma to create prototypes for A/B testing, resulting in a 20% increase in user engagement across the app suite.
- Leveraged Fullstory to track UX KPIs, then conducted usability studies to fix user pain points.
- Shortened project timelines by collaborating with developers to guarantee designs were technically feasible.

UX/UI Designer

NIIT Technologies (Hawaiian Airlines App)

📅 06/2019 - 02/2020   📍 Atlanta

- Designed a web application for Hawaiian Airlines, which reduced check-in times by 18%.
- Wrote clear and concise microcopy for the app, improving task completion rates by 21%.
- Simplified complex business requirements into user-friendly and visually appealing interfaces.
- Established a centralized UI screen repository, ensuring developers maintained design consistency.
- Enforced best practices for usability and accessibility by adhering to WCAG guidelines.

UX/UI Consultant

Synergis Creative (Hawaiian Airlines App)

📅 01/2019 - 06/2019   📍 Atlanta

- Designed a kiosk application for Hawaiian Airlines, which optimized the passenger check-in experience.
- Documented user journeys, ensuring smooth user flows throughout the application.
- Advocated for brand consistency by ensuring all designs aligned with Hawaiian Airlines branding guidelines.

UX/UI Consultant

Qutee (Social Media - Mobile Apps)

📅 03/2017 - 08/2018   📍 Atlanta

- Oversaw the UX design process of Qutee's iOS and android apps, guiding product vision from conception to launch.
- Led a data-driven redesign of the Qutee website, which significantly boosted social engagement.
- Designed an intuitive onboarding process, which reduced drop-off rates by 24%.
- Fostered communication between stakeholders, developers, and QA to ensure a user-centric experience.
- Identified and addressed user pain points through usability testing, which optimized the apps' overall functionality.

EDUCATION

Bachelor's of Fine Arts in Interaction Design (UX Degree)

Savannah College of Art and Design

📅 01/2015 - 06/2017