Matthew J Willett

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Overview & Personal Statement

I am a dedicated and passionate user experience designer with over 6 years designing and developing software including online trading platforms, data visualisations, mobile apps and everything in between. I have a pragmatic approach and enjoy using my vast knowledge of user experience design and frontend development to deliver real value to businesses. I have exceptional organisational skills, am experienced with agile best practices, am competent when switching from design to frontend development, I am approachable and very comfortable working in fast paced and highly stressful environments.

Currently employed as a user experience consultant at Avanade, recently I completed a contract at Citigroup in which I was responsible for leading the transformation of complex trading analytics and processes into automated, aesthetically-pleasing and intuitive graphic interfaces. My main activities were sitting with and understanding the users' requirements, creating and organising appropriate tasks, getting approvals and deadlines from the business, setting (and achieving) realistic goals and leading the design process through to delivery. I regularly represented UX strategy in business governance meetings and was the key point of contact between the business and tech departments which helped to greatly improve the delivery process.

In addition to this project I was involved in the planning and early stages of implementation of Citi's global push toward a "Unified UX" and regularly reported to the head of UX and senior directors to provide strategic consultation on how we were going to unify the array of applications with a single look and feel. As a result of this I conceived and implemented a themable frontend style framework as part of an immediate push which would adopt the themes and styles of the already established applications within Citi. Development teams have since adopted this framework with great success.

During my time at Citi I built a strong reputation with the trading desks and was able to prioritise and facilitate their requirements often within days, this is something which I am very proud of.

Employment

Citigroup Global Markets Front Office UX Consultant

(Nov 2016 - Aug 2018)
- Lead UX and visual designer on a state-of-the-art strategic real-time streaming analytics platform, back-testing and alerting framework to generate tradable insights for cross-market use cases.
- Responsible for introducing innovative new features and create an intuitive and sustainable UI.
- Work closely with traders, quantitative analysts, directors and teams in other departments to gather and evaluate feedback.
- Process feedback, improvements, bugs and feature request into appropriate tasks.
- Design complex charts and data visualisations to view streaming time series data, apply functions, link to world events and more.
- Conceived and implemented a Citi-wide living component style guide focusing solely on performance, simplified large-scale project maintenance and ease of use.
- Part, and advocate, of the Citi-wide unified UX initiative to bring all interfaces under one, common, intuitive and extensible theme.

Avanade UX Consultant

(Nov 2016 - Present)

Univers Labs Full Stack Developer

(Apr 2015 - Oct 2016)

Key Skills

Research
User research
Usability testing
Personas
Research analysis and prioritisation
A/B testing
Storyboarding
Effort vs impact prioritisation
Survey and contextual inquiry

Prototyping
Rapid, interactive prototyping
Interactive flow
Wireframing and design redlining
Workshops and presentations

Design
Online trading platform,
Large/Medium CMS, Ecommerce,
Mobile Apps, Data Visualisations.
UI/UX design
Asset generation & optimisation
Strategy & vision presentations
Concept sketches
User flow and journeys
Wireframes and mockups
Component style guides
Design sprints
Iconography

- Working across a broad range of projects from mobile apps, CMS websites and big data platforms to visualise millions of data points for thousands of users.
- Working within a team to build award-winning digital projects and experiences.
- Collaborating with leading branding and design agencies to conduct research, perform discovery, ideation and implement design strategies.
- Worked closely with creative directors and designers of some of the world's best design and agencies including Saffron, OPX and SomeOne.

Holywell Media Senior Consultant

(Feb 2015 - Nov 2016)
- Digital design lead and frontend developer working with clients to redesign and implement entirely new interfaces, online shops and portfolios.

Trading Games Lead Designer

(Startup, Dec 2011 - Mar 2014)
- In collaboration with the CTO, dev-team, data scientist and compliance officer to create an innovative online stock betting game.
- Responsible for all UI design decisions to create consistent, intuitive and visually stimulating screens.
- Split-testing design variations against data analysis.
- Design and implement a user onboarding process.
- Conceive and implement a design system and visual language.
- Ownership and development of responsive, frontend design system with CSS and LESS.

Creare Junior Web Designer

(Oct 2010 - Aug 2011)
- Design and build a range of websites including simple portfolios, blogs and monetised online shops.
- Liaise with clients to understand their requirements and form a design and development specification.
- Build websites to a strict standard and must comply with SEO standards set by the SEO and marketing teams.

Branding & marketing
Skeuomorphic Design

Collaboration
Agile workflow
Stakeholder Management
Facilitating design critique
Co-designing
Approachable & communicative

Technical
Figma
Sketch
Invision
Adobe CC
HTML & CSS
Javascript
Node JS
React
PHP
Git
Webpack

Education

Chenderit Sixth Form
A-AS Level
A to C: Product Design, Economics, IT, Physics