

Matt Hubing

UX designer & front-end developer with a focus on improving the user experience

FOCUS

As a T-shaped designer-developer hybrid, I have a wide range of skills and experience, allowing me to add value across multiple related disciplines

SKILLS

- wireframing, prototyping, task analysis, user research, & card sorting
- user experience design and usability testing
- information architecture and naming conventions
- hand-coded (x)HTML, CSS, PHP, & JavaScript built with W3C standards
- progressive enhancement and graceful degradation techniques
- search engine optimization techniques
- content strategy and copywriting
- Windows and Mac proficiency

TOOLS

Coda, Dreamweaver, Photoshop, Illustrator, InDesign, Acrobat, Microsoft Office, Firebug, jQuery, WordPress, MODx, Balsamiq Mockups, pencil/sketchbook

EXPERIENCE

User Experience Designer, Fidelity Investments

MAY 2011 – PRESENT

- lead designer for an internal virtual machine management app; interviewed users, conceived the interaction model, built wireframes and prototypes, designed UI, conducted usability tests, worked in an agile development environment
- prototyping a file-sharing app enabling employees to securely send large files over the intranet; reduces email traffic, help desk requests while encouraging security procedures for internal information
- built the front-end of a web portal providing self-help information technology resources used by over 40,000 Fidelity employees

Internet Marketing Analyst + Designer, Clark Consulting

JULY 2009 – FEBRUARY 2011

- led a UX redesign of a executive retirement administration website; conducted task analysis and project justification; oversaw IA, wireframing, and UI design; worked with internal stakeholders, development, and (3rd party) interactive teams
- designed a highly successful HTML email newsletter which captured the essence of company president and the attention of internal audiences
- balanced time-consuming maintenance needs of intranet and external sites against higher-priority strategic initiatives

Freelance Web Designer, Hubing Design

NOVEMBER 2007 – PRESENT

- designed and built CMS-driven websites, taught clients how to use the CMS
- updated code for maximum organic search results in preparation for SEO campaigns
- provided branding consultation

Web Designer, Interstate Batteries

MAY 2008 – FEBRUARY 2009

- redesigned the corporate website using web standards techniques
- identified opportunities for branding and user experience improvements
- developed web components for Interstate's intranet and external sites

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EXPERIENCE (CONT.)

Graphic/Web Designer, Zahra Design Group

OCTOBER 2006 – MAY 2008

- saved a large client by delivering a struggling web project on time and within scope
- designed printed advertisements, brochures, and presentations

EDUCATION

B.A. Graphic Design, Valparaiso University

AUGUST 2002 – MAY 2006

Minor in New Media Journalism (writing for the Web)

RECOMMENDATIONS

Matt took the lead role in the analysis and redesign of our plan sponsor and participant web applications. Navigating a complex and sensitive enterprise level initiative, Matt was able to effectively bridge communication between technology and the business, bring transparency to the process and gain the support of senior management in a difficult environment.

Matt provided tremendous insight to the organization in terms of design, interactive marketing and business process. Matt was a pleasure to have as part of the team and I would strongly recommend him to any organization.

– Tim Fahey, *Director - Segment Marketing, Clark Consulting*

Matt worked with our editorial team to build two of the most effective employee communication channels I've ever seen. "Kurt's Corner" and "The Watercooler" were built from scratch on a tight deadline and succeeded because of Matt's ability to fit content and design together in a seamless package that attracted and engaged the audience. The communications captured the essence of our president's personality and the culture of the company.

Matt is smart, focused and understands the needs of all stakeholders. He works well under pressure and budget constraints. He knows the importance of process, when to be flexible and when to take a stand. His gift is the ability to integrate all of these factors while improving and enhancing the original concept.

I can recommend him highly as someone who works intuitively and skillfully with content providers, copywriters and editors.

– Robert R. Frump, *Editorial Director, Clark Consulting*

[Matt] helped create an improved framework which helped solidify better coding practices across the content sites, thus improving multiple facets of the enterprise development process. Matt's largest contribution came from his effective visual designs which included flash header designs, internal forms, and user experience suggestions. Users provided immediate positive response to the design changes. His diligence on providing clear comps for initial designs assisted in communication throughout the projects he worked on with our groups."

– Philip Lockhart, *Director of eCommerce, Interstate Batteries*