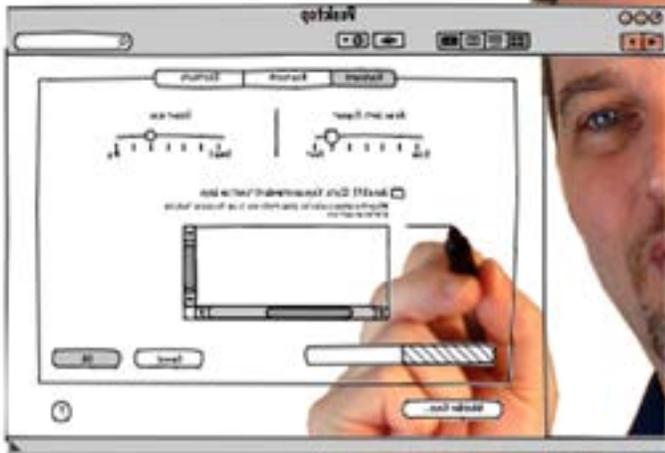


Drew R Mattke

User Experience Director



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User Experience Architect Philosophy & Practice

The following examples demonstrate some of the processes and concepts I have executed successfully with clients and employers.

They are artifacts that reflect my ongoing ability to quickly grasp the nature of the business and its goals while matching to the critical needs and understanding of the USER — the reason I'm in this business.

In every project it is my goal to deliver something that will delight the user by anticipating her needs and delivering the functions and information in just the right way.

My secondary goal is that the tools I create will be (mostly) invisible; allowing the user to carry on with her day, confident that her interaction with my designs freed her mind to focus on other challenges.



In my many years of experience designing tools for web users, I have worked with a variety of implementation teams and done many implementations myself.

Many of the examples here are from projects where I performed not only abstract design functions, but also developed and tested production code, also created rich visual design and animation.

With my public speaking experience and skills, I am often called on to present and train users of all experience levels.

“when compromise is unavoidable, the user should be the last person expected to do so”

-Drew Mattke

Team Leader

Management/Team Building



“

I admire Drew as a great mentor in user centered design process. Drew is always committed to produce high quality outputs and is instrumental in establishing user experience practice.

”

-Ravindra Papineni,
Consultant at Health and Human Services
Commission

Leading teams is something I do naturally. Finding the common ground and helping to define key objectives is a critical part of ensuring that I am on the same page as the company. Meanwhile, my team is confident that their voices have been heard and considered as well.

Providing them the necessary buffers so they can focus on producing awesome work is what I see as my primary duty.

Leadership at whatever company I am with can be confident that work is proceeding and the product is stretching its reach to accomplish the goals that benefit the entire organization.



User Personas

Nothing is more important than designing tools that meet the needs of the user. It is practically impossible to create a tool that effectively meets those needs if you don't understand and focus on who these users truly are.

I never design without a good working definition of my user audience. Personas are a great way to do this.

I create realistic personas as stand-ins for individual users to help keep projects and designs on track.

This skill takes empathy, logic and creativity to breathe life into a project and help everyone working on it to keep the audience in mind.

“starting a project without defining the audience is like playing basketball without hoops”
-Drew Mattke

Projects where having detailed, developed personas made a significant difference include many at AT&T, but even small-budget projects I've done were much better for the effort spent creating and refining accurate and realistic persona models.

Much time was saved when making critical decisions on functionality in design discussions on every project.

Persona characters were used to argue for and against specific features to arrive at a solid design. Those decisions were later validated or discarded based on results from definitive usability testing.



User Interface Designer

Wireframes/Prototypes



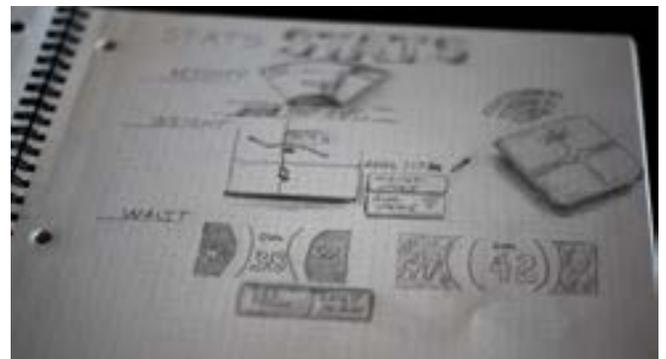
Wireframes and low-fidelity prototypes give interaction and general flow the spotlight they deserve- and would otherwise not get.

While it can be challenging to envision the final product when it looks so rough, that is when fundamental flaws can be uncovered.

Once all the window-dressing and visual design is put on, people tend to stop looking at the skeleton and focus only on the skin.

“ It’s a pleasure working with Drew. He has great communication skills and a true passion on UX from analytical and technical point of view. ”

-Rajeev Sharma,
Director of Program Management at Sony



Information Architect Wireframes/Prototypes



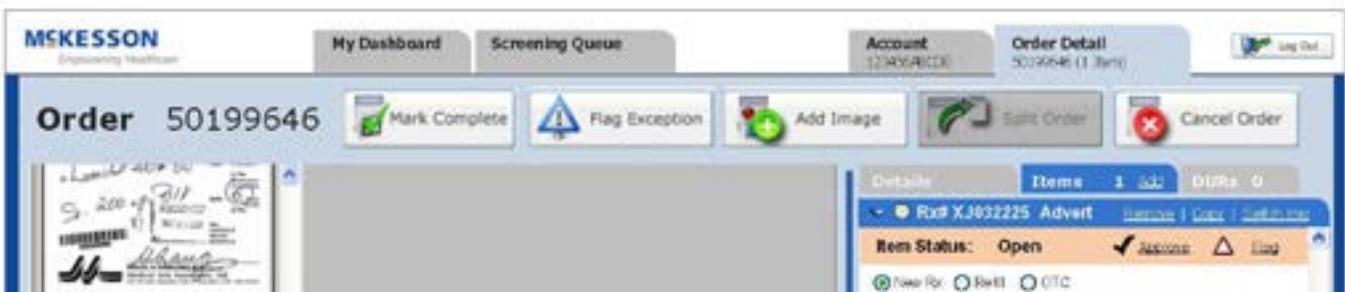
For this challenging project, the task was to convert an archaic green-screen application into a modern, web application and shepherd adoption of a large installed base.

Obstacles overcome included aggregating information in logical ways and presenting controls and affordances that enabled the user to act on information that was previously buried.

The key was to present the right information at the optimal point in the process. Working through iterative wireframes with active users was essential to find best presentation strategy.

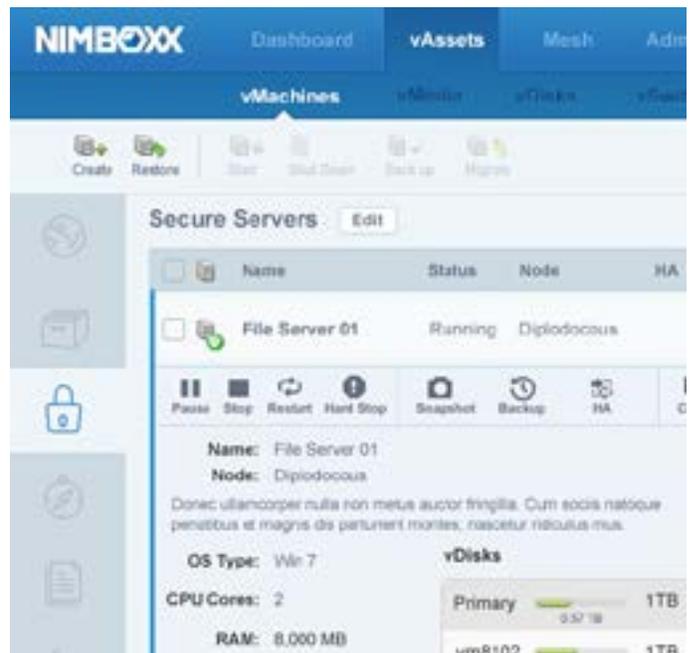
“Drew’s expertise and ability to translate user needs into an effective interface was invaluable to the success of our application.”

-Sharen Bond,
VP, Software Engineering - Pharmacy Systems



Drew Mattke

Visual Design



Drew Mattke

Visual Design

