

# DREW MATTKE

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## USER EXPERIENCE MANAGER

**A Recognized Expert in User Experience, Experienced in All Aspects of Design**

Innovative, analytical, and decisive User Experience Professional with over 20 years of involvement in design and development experience with a focus on e-commerce in web and mobile applications. Expertise in leading project teams, designers, programmers, and quality assurance persons. Ability to rapidly identify technical issues and roadblocks then implement effective solutions to address these findings. Proven facilitator, team builder, coach and acknowledged as an asset by leaders seeking improved processes, stronger relationships, and enhanced department operations that leverage industry best practices. Established reputation of integrity, intelligence, and professional maturity.

### CORE COMPETENCIES

Business System Engineering • Programming • Analysis • Designing and Testing • Data Analysis  
Strategic Product Planning • Scrum Master Certified • Cost Reduction • Resource Management  
Scrum Agile Development • Interactive Product Development • Organization & Prioritization  
User Experience Strategy • Creative Problem Resolution • Certified Scrum Product Owner  
Adobe Creative Suite • Axure • Balsamiq Mockup Tool

### EXPERIENCES AND ACHIEVEMENTS

#### **Infosys, Tampa, FL** **Lead UX Consultant**

**8/2016 – Present**

Perform design and consulting services for various clients including Bank of America. Lead creative sessions in remote locations. Serve as expert facilitator in development process.

- Work with large organizations facilitating team communication, developing robust customer-focused solutions, and moving forward with detailed, timely designs.
- Create UI prototypes, detailed wireframes with copious developer notes, usability test materials.

#### **Tk20, Inc., Austin, TX** **User Experience Manager**

**9/2015 – 4/2016**

Excelled as User Experience Manager leading 14 direct reports and performed responsibilities such as presentation layer design and code of a large web-based application. Spearheaded front-end development direction to modernize an older, rigid and error-prone code-base. Worked efficiently with product management staff and improved agile process by building strong professional relationships.

- Developed and presented redesign of a large-scale application with primary focus on well-defined user persona characters.
- Led multi-disciplinary UX teams to conceptualized, specified and developed ground-breaking user-centric product and service designs for mobile and desktop platforms.
- Created UI prototypes in wireframes, IA construction of menu layout, and persona definitions.

#### **NIMBOXX, Inc., Austin, TX** **User Experience Architect**

**4/2013 – 7/2015**

Directed operations of an innovative firm which included product design, requirements gathering and implementing the agile process flow within the company. Targeted desktop and mobile deployments.

- Formulated and implemented strategic designs to enhance the usability of product.
- Managed the team to deliver projects in a timely manner within budget constraints.
- Planned and designed a major overhaul with a highly competent development team.

**ServiceMesh (now CSC), Austin, TX**  
**User Experience Architect****8/2010 – 3/2013**

Designed key section of products that managed virtualized & cloud-based infrastructure. Focused on mature UX design process and offered overall designs for the interface. Conducted user experience designs formal and informal usability tests for desktop and mobile clients. Earned agile certification as both scrum master and product owner with Mountain Goat Software.

- Articulated and presented the vision, design objectives, strategy to senior leaders and collaborated with four teams of developers using agile development methodologies.

**Planview, Austin, TX**  
**User Experience Architect****12/2009 – 8/2010**

Improvise some critical aspects of existing products and brought dramatic improvement on the product suite and designed mobile platform.

- Aided in implementation of design process as the company adopted agile development process.
- Directed numerous usability tests to improve the user experience of the product.

**Global Era, Austin, TX/Denver, CO**  
**User Experience Architect/Principal****12/2008 – 12/2009**

Created the information architecture and managed the development lifecycle of several projects.

- Effectively secured and arranged six paid contracts with numerous customers.
- Defined association and visuals for e-business stage based on open source engineering.

**Optaros, Austin, TX**  
**User Experience Architect****9/2007 – 12/2008**

Directed all the functions and responsibilities which included leading project teams, managing resources and driving creative solutions that contributed to the company's incredible 97% client satisfaction. Supported interaction process and raised level of quality on deliverables across the organization. Increased user experience practice by solidified processes and tools standardization.

- Employed comprehensive talents and expertise to support team that increased hundreds of thousands of dollars in new business.

**AT&T (previously SBC, Prodigy Communications), Austin, TX**  
**Senior Technical Director, User Experience Design****3/2001 – 12/2006**

Headed AT&T's user experience web design team, successfully delivered the interactive experience of the company's web presence, primarily for SBC.com and ATT.com. Managed 18 direct reports who comprised three specialized design teams: information architecture/user interface, visual design, and front-end technology.

- Designed, planned and implemented procedures that reduced design time by 40%, saving hundreds of thousands of dollars in development cost per year.
- Successfully elevated internal test scores on core proficiencies by over 24% collectively and boosted the growth and development of individual contributors and managers.

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**EDUCATION**

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**French Studies**, University of Nebraska, Lincoln**French Language**, Université de la Sorbonne, Paris**French, Business, Computer Science**, University of North Carolina, Charlotte**Associate's Degree Computer Science**, PSI Institute, Charlotte