

Matt Peel

(916) 532-6535
mattpeelux@gmail.com
www.mattpeelux.com

Skills

UX Research

- Literature Review
- User Interviews/ Surveys
- Journey Mapping
- Cognitive Mapping
- Personas
- User Stories
- User Flows

UX Design

- Information Architecture
- Site Mapping
- Low-fi Wireframing
- Prototyping
- High-fi Mockups
- Design Documentation

Usability Testing

- Methods/ Test Design
- Data Collection
- Moderating Usability Tests
- A/B Testing
- Data Analysis and Reporting

Tools

Sketch, Axur, Balsalmiq,
InVision, Flinto, Qualtrics,
SurveyMonkey, OmniSort,
MS Office, SPSS, R

Education

MS, Human Factors and Ergonomics

May 2021

San Jose State University

Current GPA: 4.0, focus in human-computer interaction

UX Design Certification

May 2019

Career Foundry

400+ hours intensive UX design course. Mentored by a professional with over 25 years in the field of user experience design.

BA, Psychology

Dec 2013

California State University, Sacramento

UX Project Experience

UX Designer

Jan 2020

Positive.ly - HCS 2020 Design Competition Finalist

- End-to-end design project for the 2020 Health Care Human Factors Conference student design competition.

- Project included literature review, expert interviews, competitor analysis, requirements capture, user stories, rapid prototyping from low to high fidelity, concept testing, usability test design, participant recruitment, moderated usability tests and final documentation.

UX Designer, Student

Dec 2019

Alltrails Mobile Redesign, 2019 ISE-217

- Expert evaluation and redesign of the Alltrails mobile application on the Android platform.

- Conducted user inquiries, a heuristic evaluation, a task evaluation and summative usability testing measuring time on task, number of errors, success rates, subjective usability and satisfaction scores.

- Redesigned interface based off of data using iterative methodology.

- Demonstrated improved time on task and error rates for 4 of 5 primary tasks.

Usability Evaluator, Student

Dec 2019

Discord Heuristic Evaluation, PSYCH-273

- Conducted a heuristic evaluation of the Discord IOS mobile app using established human factors principles. The document elaborates on five systemic principle violations, the impact on users and recommendations for improvement.

UX Designer, Student

May 2019

MyInk, CareerFoundry

- End-to-end research and design project for CareerFoundry bootcamp graduation.

- Project included user inquiries, journey mapping, low/medium/high fidelity prototypes, interactive prototyping, usability testing and data analysis.

Research Experience

Founding Research Assistant, Google Funded

Starting February 2020

LAVA User Experience Laboratory (LUX)

- Founding member and research assistant for LAVA UX laboratory (LUX) contracted by Google hardware team to conduct summative UX research focused on quantitative research and data analysis.

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Volunteer Graduate Research Assistant

September 2019 - Present

Learning, Attention, Vision and Application (LAVA) Laboratory

- Currently researching workload between manual and voice texting while operating an autonomous vehicle.
- Conducted literature review, created experimental stimuli, and cleaned and analyzed NASA TLX data.
- Seek to improve hospital and patient safety by understanding the perception of real versus demonstration medication labeling. Collected data on ability to correctly distinguish labels, reaction times and subjective user preference.
- Responsible for participant recruitment, data collection and data analysis. Research has been submitted to the 2020 VSS conference.

Volunteer Graduate Research Assistant

September 2019 - Present

Virtual Environments, Cognition, and Training Research (VECTR) Laboratory

- Concerned with developing accurate mental models of cyber security professionals in order to better develop training measures and cyber security hygiene. Working on interviewing cyber security experts and creating cognitive maps.

Work Experience

Designer/ Operations Manager

Aug 2018 - Aug 2019

Teamworx

- Utilized UX principles to design new team-building experience. Program debuted at 2019 Salesforce Leadership Summit.
- Used UX best practices to create instruction pages that allowed non-technical teams to consistently build complex, 500+piece RC robots.

Assistant Manager

Jan 2015- Jan 2018

Graduate: Business Management Program- Enterprise Rent-a-Car

- Learned business skills that are invaluable when communicating with stakeholders and clients about business objectives, and ultimately the return on investment of user experience.
- Mastered communication, critical thinking, and teamwork competencies that are necessary to function in dynamic, multidisciplinary teams.