Matt Peel

📱 (916) 532-6535

✉ mattpeelux@gmail.com

in www.linkedin.com/in/mattpeelux

🌐 www.mattpeelux.com

Experience

Teamworx
Operations Manager *Aug 2018- Aug 2019*

- Hosted on-site team building events ranging from 20 to 500 people
- Developed a successful new program which was debuted at Sales Force Leadership Summit 2018 for 500 executives

Enterprise Rent-A-Car
Assistant Manager *Jan 2015- Jan 2018*

- Completed business management training program
- Led a team of 10+ staff and controlled a fleet of 300+ cars
- Managed 20+ major business accounts
- Won the Enterprise Triple Crown award in 2017 for Customer service and branch performance

Tools

Sketch	InVision
Axure	Flinto
Balsalmiq	MS Office
Qualtircs	SPSS

Education

San Jose State University
Graduation: May 2021

Master of Science, Human Factors and Ergonomics
Current GPA: 4.0, focus in human-computer interaction

Career Foundry
May 2019

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

California State University, Sacramento
Dec 2013

Bachelor of Arts, Psychology

Skills

UX Research

- **Literature review-** Conducted traditional and systematic literature reviews for multiple projects
- **User Interviews/ Surveys-** Conducted a variety of in-person and remote interviews as well as created online surveys
- **Methods/ Test design-** Established usability testing methods and created test plan documentation
- **Data Collection/ Running Participants-** Collected data for usability test and general research in both lab and non-lab settings
- **Moderating Usability Tests-** Was primary usability test moderator for both in person and remote testing
- **Data Analysis and Reporting-** Have experience analyzing both quantitative and qualitative UX data and creating effective documentation

UX Design

- **Requirements Gathering-** Hosted workshops that successfully established project requirements
- **User Personas-** Created insightful personas using research data
- **Journey Mapping-** Used interviews, data, logic and empathy to create accurate user journey documentation
- **Lo-fi wireframing-** Experience quickly producing low fidelity wireframes for concept testing using both software and paper
- **Prototyping-** Proficient in creating clickable prototypes using InVision
- **High Fidelity Mockups-** Have created complete, pixel perfect project designs
- **Design Documentation-** Created effective style guides to be used by other designers