

MATT HSIEH

ux designer & prototyper

matthewhsieh.com
mhsieh820@gmail.com
610.453.6595

Education

Carnegie Mellon University

Master of Human-Computer Interaction
Aug 2013 - Aug 2014

University of Pennsylvania

BSE in Computer Science Engineering
Aug 2004 - May 2007

Skills

HCI Methods

| | |
|-----------------------|-------------------|
| Contextual Inquiry | Lo-fi Prototyping |
| Design Thinking | Speed-Dating |
| Ethnography | Survey Design |
| Heuristic Evaluations | Wireframing |
| Think Aloud | Hi-fi Prototyping |

Programming & Tools

| | |
|-------------|-----------|
| Adobe Suite | MongoDB |
| HTML + CSS | Node.JS |
| FramerJS | PHP |
| Javascript | SASS/LESS |
| MySQL | Sketch |

Awards

PennApps 2014 Hackathon

CoRPS, Best SendGrid Hack

CMUHacks 2013 Hackathon

TutTut Revolution, Most Practical App

UCI Software Design Challenge

User Experience, Round 1 Winner

Things I Like

Philadelphia sports
Truffle (American Eskimo dog)
International travel
Word games

Work Experience

Bank of America

Charlotte, NC

VP Creative Technologist, Digital Innovation

Sept 2014 - Present

My team brings new digital concepts through the innovation pipeline by any means possible - from early stage design thinking, human-centered design, and academic partnerships. My role is to design, test and develop these concepts from lo-fi sketching through hi-fi code.

Bibles for America

Irvine, CA

Senior Web Developer

Jan 2010 - Aug 2013

Responsible for the upkeep and further development of non-profit's digital presence. My duties included writing well-documented, tested code and designing and implementing custom MySQL databases.

Independent Consulting

Philadelphia, PA

Designer & Developer

Aug 2009 - 2013

Designed & developed e-commerce websites, specializing in the Magento framework.

- Launched **sidmashburn.com**, online sales increasing to 6600 products in first year.
- Launched **industrywest.com**, increased visits by 204% and online sales by 200% in first year.
- Redesigned and developed **seshaskin.com**, increasing online sales 400% in first year.

Projects

Bank of America Capstone Project

Pittsburgh, PA

UX Designer & Prototyper

Jan 2014 - Aug 2014

8-month HCI project with 4 multidisciplinary teammates to research and improve the digital sales experience. Conducted primary research, led iterative design and evaluation process, and coded final conceptual prototype.

Dovetail: Non-Profit Event Planning

Pittsburgh, PA

UX Designer & Prototyper

Jan 2014 - May 2014

Worked with non-profit New Economy Working Group on a 4-month HCI project to create a collaborative digital calendar to help non-profits plan events and share resources and knowledge. Conducted primary research, led iterative design process and coded conceptual prototype in HTML/CSS/ReactJS.