

## MATTHEW MARRIOTTI

4045 Bluestone Road, Cleveland Heights, OH 44121

(440) 941-2369

marriott001@gmail.com

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### WORK EXPERIENCE:

Nationwide Insurance

Dublin, OH

**Information Architect**

November 2009 - Current

- User experience lead for incoming marketing campaign projects both internal and external facing
- Managing other information architect team members availability to determine best resources to undertake incoming marketing campaign tasks
- Undertaking research relevant to information architecture to improve current standards and practices
- Developing wireframes, sitemaps, and other user experience documentation to produce usable and effective designs
- Working closely with graphical designers to ensure web best standards on designs
- Cooperatively working with others inside and outside of the user experience team to aid the adoption of user centered design best practices across the organization

Freelance

Cleveland Heights, OH

**iPhone Application Development**

July 2009 – Current

- Independent study of the iPhone development SDK
- Independently designed complex logical algorithm for mathematical formula search program
- Personally designed interface, interaction, and code base for application

Metrics Marketing Group

Westlake, OH

**Customer Experience Consultant**

July 2009 – September 2009

- Lead the Discovery phase of company website redesign taking into account user-centered design methodologies and best practices
- Conducted client interviews to determine site requirements and user goals
- Developed the information architecture for new site based on requirements and web best practices
- Created wire frames of site taking into consideration usability and web best practices
- Presented research findings to upper management to attain project buy in and acceptance
- Worked closely with other User Experience team members to plan and design a state of the art usability lab
- Lead the development of a competitive analysis section of a new social media deliverable

Rosetta Marketing

Beachwood, OH

**User Experience Designer**

January 2009 – June 2009

- Designed website wire frames for projects, adhering to web development & usability best practices
- Worked closely with creative designers and programmers to create functional designs for sites based on developed wire frame documents
- Performed usability testing to validate applications and web sites
- Assisted in the development of personas for clients to base further development and segmentation upon
- Gathered requirements for user tests and website redesigns
- Developed and presented website competitive analysis documents
- Worked with team members, to increase online presence and conversion of clients
- Worked closely with team members to develop and present documents to gain new business in various markets

- Presented documents and site designs to end clients to gain acceptance

**Notable Projects:**

iPhone Application Usability Testing

- Assisted in the usability validation testing for a large insurance company's iPhone application
- Interviewed testers to gain insight and feedback on features and created reports to communicate with team members.

Persona Development – Banking Industry

- Worked closely with other team members to draft and create interview guidelines for persona development
- Assisted in the interview process of customers to create personas for use in wire frame development

Micro site wireframe development – Insurance Industry

- Gathered requirements from client and project manager
- Generated iterative wire frames and worked closely with creative designers to create website to customer needs
- Assisted in the review of micro site to ensure usability and functionality

Erie Insurance Group

Erie, PA

**Usability Intern**

August 2007 –December 2008

- Worked on usability design team for internal and external applications including wire frames and design documents
- Performed usability studies for new external ERIE website
- Created documentation for usability standards and practices
- Worked to develop new ERIE Auto website
- Assisted in the optimization of content for search engines
- Gathered requirements and constructed technical documentation

**COMPUTER SKILLS:**

**Operating Systems:** Highly experienced: Windows XP/Vista/7, Server 2003/2008;  
Knowledgeable: UNIX / Linux/Mac

**Networks:** Client/Server, TCP/IP, DHCP, DNS, Cisco, Active Directory, Group Policy

**Software:** Highly experienced in MS Office including Visio

**Languages:** C++, Visual Basic 6, COBOL, Java, SQL, HTML, CSS, C#, Visual Basic .NET, PHP, UML Modeling

Ability to think with creative and with complex algorithmic thought

**Web/Usability:** Usability, Web visual design, Web navigation design, Information architecture, Interface design, Competitive Assessment, Affinity Diagramming, Card Sorting, User Centered Design principles

**Other:** Excellent teamwork, problem solving, and collaboration skills, member of NEOUPA

**EDUCATION:**

**M.S., Computer and Information Sciences**

December 2008

**Focus:** Information Systems

Gannon University, Erie, PA

**GPA: 3.8**

**Masters Thesis:** Network Security Courses in Small University Environments

**Grade: A+**