

Matthew Marriotti

349 Thompson Run Rd.
McKnight, PA 15237

(440) 941-2369
matt@marriotti.me
About.me/mattmarriotti

Summary of Qualifications:

Strategic thinking multi-discipline user experience designer / researcher, with strong business, IT, and UX understanding, driven with passion for aligning clients and users goals together into exciting web technologies.

SKILLS:

User Centered Design: Usability best practices, web visual design, web navigation design, information architecture, interface/interaction design, competitive assessment, affinity diagramming, card sorting, client and user interviews, web accessibility

Software: Axure, Morae, Adobe Illustrator, and Indesign

Other: Agile environment experience, Section 508

WORK EXPERIENCE:

Celerity Innovation Center – Pittsburgh, PA User Experience Designer

May 2011 – Current

- Designed and assisted in selling 500k in additional business with existing clients, focusing on improving user experience for product selection applications.
- Lead interaction designer responsible for understanding and designing simple and informative product selection experience for seniors enrolling in Medicare. Responsible for interacting with outside clients and internal stakeholders (analysts, coders, designers), while ensuring accessibility and 508 compliance.
- Researched and presented competitive findings to improve the new Celerity Innovation Center's web presence; taking into account both direct competitors, comparative companies, and best in class designs for career recruitment sites.
- Leading roll out of internal user testing lab. Rationalizing, designing, and leading testing efforts for internal and external user research efforts.

Nationwide Insurance - Dublin, OH Information Architect

November 2009 – April 2011

- Lead information architect collaborating with internal and external project stakeholders to increase Nationwide's overall customer satisfaction via a redesign of Nationwide.com. Undertaking user research and developing

new wireframes and interactions alongside lead visual designer to exceed business expectations.

- User experience lead for incoming Nationwide Financial marketing campaign projects both internal and external facing. Interacting with all relevant business partners to understand and align business and user requirements, design and define interactions and wireframes, and present to stakeholders new experiences that achieve both business and user experience goals.
- Lead user experience resource in Agile room championing all interactive issues for public facing interactions on Nationwide.com and working with outside business partners (content, IT, marketing, SEO, and others) to align goals, expectations, and to ensure consistent and usable experiences.

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.
- Developed the information architecture for new site based on requirements and web best practices.
- 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.

EDUCATION:

M.S., Computer and Information Sciences December 2008

Focus: Information Systems

Gannon University, Erie, PA

GPA: 3.8