

Matt Herndon

As a UX Lead with 20 years of digital experience, I strive to create positive outcomes for users and businesses. I promote creativity and encourage development while using empathy and logical thinking. I am skilled at presenting data in an easily understandable way, making communication efficient.

EXPERIENCE

Regions Bank, Birmingham, AL — *UX Design Operations*

JULY 2023 - OCTOBER 2023

- Managed UX procedures and roles for the organization's internal design platforms. Reported directly to the Head of UX.
- Collaborated with Directors and Managers to improve processes and facilitate internal team efficiencies.
- Led training sessions with business partners to incorporate new collaboration tools across the bank.
- Facilitated documentation and discussions to regulate design system patterns, procedures, and guidance.

UX Architect - APRIL 2021 - JULY 2023

- Established a new role with SAFe and Agile adoption.
- Coordinated with stakeholders & product teams to initiate foundational procedures.
- Created the foundational guidelines & schedules for multidisciplinary squads.
- Led an 8-team member squad in design, content, and user testing for the internal online account opening system.
- Documented team functions, agile ceremonies, squad sessions, and other team-focused project work.

BBVA USA, Birmingham, AL — *Marketing Execution WEB Design Manager*

JULY 2019 - APRIL 2021

- I led a 4-person team that identified UX design & development requirements for digital banking channels.
- Created policies and procedures while working with global teams to ensure consistency.
- Supervised CMS and marketing projects with vendors worldwide.

UX WEB Design Lead - MAY 2016 - JULY 2019

- Identified UX needs and led design efforts on the entire website.
- Established design system for global web standards.

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SKILLS

UX Design Operations, Multi-disciplinary Team Leadership, Project Management, Agile & SAFe Methodology, Problem Solving, User Experience Design, Digital Marketing, CSS, HTML, SCSS, Branding, UI, Javascript, PHP, SEO, CMSs, and years of experience in design, web, development, and UX.

INVOLVEMENT

UX BHM Founder of UX Birmingham

AIGA Portfolio reviewer.

Figma Community Advocate for Birmingham, AL.

Sketch Ambassador for Birmingham, AL.

Interaction Design Foundation Leader Birmingham, AL

INTEREST

I love a great cup of coffee and the outdoors. I'm curious by nature and love to dive into a great Marvel comic.

- Through testing and iterations, improved deposit accounts by 24% YOY

UX WEB Designer - JUNE 2013 - MAY 2016

- Led a rebranding and website (500+ page) CMS transition from February 2012 to April 2013, directing a team in three countries and five cities.
- Designed and created UI/UX documents, assets, wireframes, and prototypes for business requirements.
- Developed UI assets (*graphics, HTML, CSS, Javascript*) on the CMS platform.
- Managed content across the public-facing website.

EBSCO, Birmingham, AL — *Senior Web Designer*

JUNE 2008 - JAN 2013

- Developed brand strategies, web layouts, and ensured optimal user experience.
- Created WordPress website design and development into production.
- Supervised web assets across online company sites.
- Led development and maintenance of branding consistency across company subsidiaries.

EDUCATION

Interaction Design Foundation, Online — *Certificates*

Industry Recognized Certification in UX

Huntingdon College, Montgomery, AL

Business Management Major