

# Matt Herndon

Design Leader | Design Systems | Design Operations |  
Accessibility | Governance

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## Summary

I build the systems that make design work at scale — component libraries, governance frameworks, accessibility standards, and operational models that give organizations a shared foundation instead of a collection of local workarounds. My background spans telecom, banking, and enterprise digital teams across design, front-end development, marketing, product management, and operations. The problem I keep finding, and keep solving, is the same one: the work is fine, but the infrastructure holding it together is broken.

## Core Competencies

- Design Systems
- Design Operations
- Governance · Accessibility
- WCAG 2.2
- UX Leadership
- Workflow Design
- Process Improvement
- Documentation
- Design Tokens
- Figma
- Content Operations
- CMS Workflows
- Stakeholder Management
- Cross-Functional Collaboration
- Front-End Collaboration
- AEM · Sanity
- HTML
- CSS
- Agile

## Professional Experience

### C Spire | Birmingham, AL Design System Manager | Oct 2024 – Present

*Transitioned from Digital Designer into Design System Manager in Nov 2025; currently holding both functions during organizational realignment.*

- Built C Spire's design system from scratch — establishing the first shared component library, token architecture, documentation structure, and governance framework across the organization.
- Replaced a fragmented design environment of disconnected Figma files, print-focused brand guidelines, and competing team-level style systems with a single operational foundation.
- Created contribution models and review processes that moved component decisions from ad hoc to repeatable — reducing design debt and improving cross-team consistency.
- Built accessibility standards into system defaults from day one, ensuring WCAG compliance multiplies across every component and product surface that inherits from the system.
- Simultaneously managing AEM (legacy CMS) and Sanity (new business website and future consumer CMS) as the sole person responsible across all three platforms.
- Introduced design-to-development workflow standards that reduced handoff friction and improved implementation alignment between design and engineering.

**Regions Bank | Birmingham, AL VP, UX Architect – Operations | Jul 2023 – Oct 2023 VP, Digital User Experience Architect | Sep 2021 – Jul 2023**

*Departed due to organizational layoffs.*

- Led UX strategy and experience architecture across enterprise banking platforms, aligning design, research, content, and product delivery across cross-functional teams.
- Owned UX standards, accessibility expectations, and interface quality controls across core digital applications used by consumer and small business audiences.
- Reduced design rework and UX-related support issues by establishing clearer standards, stronger handoff processes, and better coordination between design and technology teams.
- Improved time-to-market for key features by integrating UX more effectively into delivery workflows and reducing late-stage design intervention.
- Managed UX operations work for internal platforms, aligning design activity with delivery timelines and business priorities without increasing headcount.

**BBVA USA | Birmingham, AL Marketing Execution Web Design Manager | Jul 2019 – Apr 2021**

- Directed the BBVA USA public website relaunch on Adobe Experience Manager – the worldwide pilot for BBVA's global brand rollout – delivered on time with no meaningful spike in call center volume, atypical for a full site relaunch of this scale.
- Built an internal design Playbook – a living documentation system that scaled design knowledge across a team that grew from 10 to 30+ during the project and became the reference standard for other BBVA country teams implementing the global brand.
- Introduced weekly design sprints and structured handoff reviews that eliminated late-stage rework and improved design-to-development alignment across a split US and Madrid team.
- Led cross-functional coordination across creative, development, content, and global brand stakeholders operating across time zones and languages.

**User Experience Lead | May 2016 – Jul 2019**

- Led UX design for the BBVA USA public website relaunch – delivering a 44% increase in total organic traffic, 90% increase in mobile traffic year-over-year, 32% increase in checking traffic, 24% increase in total checking conversions, and 102% increase in checking app completions within three months of launch.
- Built the first fully responsive mobile experience for BBVA USA – the primary driver of the 90% mobile traffic increase.
- Defined interface standards, reusable UI patterns, and accessibility requirements for financial services experiences across public and authenticated channels.
- Directed front-end implementation for selected experiences, improving page performance and reducing UI-related production defects.
- Conducted user testing with iQuanti using eye tracking and analytics to validate design decisions before development lock-in.
- Created style guides and component documentation that improved consistency, accelerated handoff, and supported WCAG 2.0 accessibility requirements across a team that grew from 10 to 30+ contributors during the engagement.

## User Experience Designer | Jun 2013 – May 2016

- Designed digital experiences across web, mobile, ATM, kiosk, and service channels for banking products and tools.
- Produced wireframes, screen flows, prototypes, and UI documentation that moved work efficiently from concept to build.
- Contributed to cross-channel consistency for customer-facing experiences across deposits, lending, payments, alerts, and self-service tools.
- Supported accessible, compliant releases in coordination with legal, compliance, and security stakeholders.

## Community Leadership

### UX Birmingham | Founder & Executive Director | Sep 2019 – Jan 2026

- Founded Birmingham's primary UX community from nothing – 50+ events, ~100 members, and participants from four continents over six years of programming.
- Held official ambassador relationships with Figma, Sketch, IxDF, and InVision – organizations that supported and promoted UX Birmingham's work within national and global design communities.
- Built partnerships with established 501(c) tech organizations and chapters across Birmingham's technology ecosystem.

### Friends of Figma | Community Advocate | Jun 2022 – Jan 2026

- Organized meetups, workshops, and panels focused on design systems, prototyping, and Figma-native workflows.

### Interaction Design Foundation | Local Leader | Sep 2020 – Oct 2024

- Organized local community events for UX practitioners in Birmingham.

## Education

Bachelor of Arts, Business Management | **Huntingdon College** | Montgomery, AL Bachelor of Fine Arts, Graphic Design | **University of Montevallo** | Montevallo, AL