



Matthew Herndon

User Experience Professional

Contact information

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Professional summary

User Experience Professional with extensive 15 years in UX design and digital strategy, enhancing team productivity in Agile environments. Proficient in UX Research, Digital Marketing, and UX Design Operations, driving innovative digital transformations. Committed to advancing user interaction and satisfaction through cutting-edge methodologies.

Employment history

Sales Specialist

Lowe's , Hoover, AL — Jan 2024 - Present

- Engineered personalized millwork plans, driving optimal solutions for varied projectsIdentified and fulfilled customer requirements with tailored millwork solutions
- Navigated clients through intricate custom millwork options, ensuring project success
- Optimized staging processes for installer pickups and deliveries, resulting in substantial efficiency gains and improved project timelines

Lumber Associate

Lowe's , Hoover — Nov 2023 - Jan 2024

- Maintained a pristine and organized lumber area, enhancing the customer shopping journey
- Counseled customers on product utilization, fostering satisfaction and boosting sales
- Certified in operating Forklift, Reach Truck, OrderPicker, and Panel Saw, promoted safe and effective operations

UX Design Operations Mgr

Regions Bank, Birmingham, AL — Jul 2023 - Oct 2023

- Drove UX awareness among leadership, influencing company-wide adoption
- Pioneered UX operations, optimizing team integration
- Orchestrated strategic UX presentations, fostering innovative design adoption

UX Architect

Regions Bank, Birmingham, AL — Apr 2021 - Jul 2023

- Spearheaded UX leadership, resulting in a 175%increase in team productivity
- Implemented user-centric design in revamping internal account opening system
- Established effective management structures, enhancing UX team dynamics

Marketing Execution WEB Design Manager

BBVA USA, Birmingham, AL — Jul 2019 - Apr 2021

- Led user testing and iterative design process, enhancing user experience and accelerating task completion.
- Managed CMS and global marketing initiatives, ensuring deliverables met quality standards and deadlines.
- Strategized with cross-functional teams to refine digital banking UX, leading to a 21% increase in user engagement.

UX WEB Design Lead

BBVA USA, Birmingham, AL — May 2016 - Jul 2019

- Directed UX design, driving a 24% YOY increase in deposit account performance
- Established web design standards globally, enhancing user experience in 4 countries
- Upheld UI assets and codebase, ensuring consistent quality
- Strategically addressed UX needs, resulting in notable improvements in user satisfaction

UX WEB Designer

BBVA USA, Birmingham, AL — Jun 2013 - May 2016

- Led a large-scale CMS transition, managing teams across different geographies
- Developed comprehensive UI/UX documents, assets, wireframes, and prototypes to meet business needs
- Boosted site engagement by a staggering 500% through strategic UI/UX enhancements
- Pioneered the adoption of advanced UX methodologies, significantly improving user satisfaction

Education

Certificates

Interaction Design Foundation

Industry Recognized Certification in UX

BA Degree

Huntingdon College, Montgomery, AL

Business Management Major

Skills

UX Design Operations

Establishing New Roles

Project Management

Operations Management

SAFe Methodology

User Experience Design

UX Research

Adobe Analytics

Multi-disciplinary Team Leadership

Processes

Program Operations

Agile

Problem Solving

Digital Marketing

Google Analytics

eCommerce

CSS

HTML

SASS

Branding

UI

Javascript

PHP

SEO

WordPress

Multi-CMS

Email Marketing

Content Strategy

Wireframing

Prototyping

User Testing

Mobile Design

Information Architecture

Product Management

Customer Service

Leadership

Data Visualization

Market Research

Graphic Design

Design Thinking

Customer Insights

Team Collaboration

Creative Problem Solving

User Journey Mapping

A/B Testing

Accessibility Standards

Additional information

INVOLVEMENT

- UXBHM - Founder of UX Birmingham
- AIGA - Portfolio reviewer.
- Figma Community Advocate - for Birmingham, AL.
- Sketch - Ambassador for Birmingham, AL.
- Interaction Design Foundation - Local Leader Birmingham, AL

Links

[My Website](#)

[LinkedIn](#)

[Behance](#)