

- Summary**
- Energetic futurist, collaborative team leader, shipped mobile social products and services on millions of Android smartphones globally.
 - Over 12 years of designing software for web, mobile and consumer products.
 - Unique hybrid work history combines brand agency consulting with deep in-house interaction design expertise.

Experience **Motorola Mobility** — 2007 to present
Consumer Experience Design Group

UX Design Director, Sunnyvale Studio (1 year 10 months)

- Direct UX design for social media software on Android smartphones and tablets: strategic planning, concepts, interaction, creative direction and research.
- Hire, manage, grow and retain a team of cross-functional senior designers.
- Define, design and ship content-forward mobile apps involving: music streaming and discovery, web radio, camera, social photo/video gallery, game dashboards.
- Champion UX design strategy daily with product management, software engineering, marketing and industrial design.
- Have led or personally created over 50 new product/interface concepts for Motorola Mobility with several patents pending.

Principal Experience Planner, Chicago Studio (2 years 11 months)

- Conceive and prototype confidential (2-3 year horizon) user experience concepts for software and hardware portfolio. Demo'd at CES in private customer meetings.
- Lead product definition workshops in tight collaboration with marketing, product management, software engineering and research.

Arc Worldwide, Chicago IL 1999 – 2006

(A division of Publicis Groupe / Leo Burnett, formerly Giant Step)

Experience Planning Director, Innovation (2 years 9 months)

- Led strategic UX vision for brand experiences including websites, mobile, retail and consumer products. Client engagements from \$200K to \$4MM.
- Jointly manage staff of User Experience Planners across 3 Arc US offices.
- Cofounded an entrepreneurial innovation practice (2006, reporting to CEO) to identify leading-edge user and technology trends affecting clients. Created customer-centered framework for innovation opportunities. Resulted in multi-million dollar contract from McDonald's Global Marketing in Q3, 2006.
- Clients: Helio/SK Telecom, Diageo, Purina, Whirlpool, McDonald's.

Matt MacQueen
UX Design Leader

3709 Carlson Circle
Palo Alto, CA 94306

macqueen@gmail.com
<http://macqueen.com>
773.474.0041

**Experience
(continued)**

Senior Experience Planner (4 years)

- Client-facing UX lead from kickoff to launch for e-commerce websites.
- Responsible for design planning, interaction, content strategy, information architecture, low-fi prototypes.
- Created user interaction models, sitemaps, wireframes and UI prototypes.
- Created user personas and scenarios to guide decision making. (Work recognized in Forrester Research report *Scenario-Based Design, 2000*).
- Planned and executed user research including ethnographic field research, quantitative surveys and usability testing. Iterated designs based on findings and presented solutions to senior executive stakeholders.
- Clients: Sears, United Airlines, HP, Northern Trust, USG, MovieBeam, Lexis-Nexis, Allstate, Jenn-Air, General Motors

SPSS, Inc. Chicago, IL 1998 –1999

User Interface Designer

- Designed new features, interactions and UI for statistics software used for social science and market research, data mining and pattern visualizations.
- Recruited to bring a web-centric user experience and faster design process to a desktop software group in transition to an internet-enabled product architecture.

Liska + Associates Design Studio, Chicago, IL 1997 – 1998

Interaction Designer

- Brought interactive media capabilities to this boutique visual design studio.
- Organized and executed website and UI design projects for clients including NEC Technologies, Harris Bank, Yale University and Galileo.

Education **MA, Telecommunication Media Arts** – Michigan State University, E. Lansing, MI. 1996

- Focus on interaction design and emerging web media.
- Designed web-based social media projects for Ameritech, The National Science Foundation and American Cancer Society. Exhibited at SIGGRAPH 1995.

BA, English – Michigan State University, E. Lansing, MI. 1993

Interests DJ / vinyl culture (hosted weekly independent FM radio mix show for 8 years), snowboarding, masters swimming, campy movies.