Matt Whalley   matt@mattwhalley.com   754-231-9786

User-focused Designer and Developer

EDUCATION

Interface Design Certificate
SHIFT NUDGE, 2022 (CURRENT)

Foundations of UX Design Certificate
GOOGLE, 2021

BA in Psychology and Technology
FLORIDA INTERNATIONAL UNIVERSITY, 2019

Mobile Web Specialist Nanodegree
UDACITY, 2018

AS in Graphic Design
BROWARD COLLEGE, 2014

TOOLS

Figma, Sketch, Framer, Adobe CC

LANGUAGES

HTML5, CSS3/Sass, JavaScript/jQuery, React, Git, Gulp, Node.js/NPM, REST APIs

EXPERIENCE

Senior Digital Designer and Front-end Web Developer
BROWARD COUNTY GOVERNMENT, FORT LAUDERDALE, FL, 2014 – PRESENT

Designed, developed and deployed user-focused, accessible and responsive web apps for 950,000+ average monthly site visitors. Built a component-based design system and optimized front-end development workflows. Applied design thinking to restructure architectural and navigational strategies for 1,200+ page site. Built sitemaps and user flows. Designed low-fidelity and high-fidelity wireframes and rapid prototypes. Revamped web training program, taught quarterly classes and mentored team members.

Designer and Developer
FREELANCE, FORT LAUDERDALE, FL AND REMOTE, 2012 – PRESENT

Worked on client projects ranging from a custom e-commerce site for coffee startup Wells Coffee Co. (WELLSCOFFEES.COM) to a comprehensive site refresh (including heuristic analysis, market research, site mapping, user flows, wireframes, prototypes and front-end development) for Florida's largest Christian school, Calvary Christian Academy (CCAEAGLES.COM).

Graphic Designer and Adobe Creative Cloud Representative
BROWARD COLLEGE DOWNTOWN CENTER, FORT LAUDERDALE, FL, 2014

Led rebranding & marketing campaign targeting potential students in nearby urban areas which resulted in a 15% enrollment boost. Hosted interactive workshops as part of global grassroots marketing campaign to encourage adoption of Adobe's (then) newly-released Creative Cloud software programs.