

MATTHEW FRANCISCO AGUILA

UX DESIGNER

PORTFOLIO

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CONTACT

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EXPERIENCE

Microsoft, Azure

December 2014 - June 2016

Senior UX Designer

I was hired as the only Senior UX designer for Incident Management team in Microsoft Azure, designing the front end user experience for incident management, analytics, monitoring, and diagnostics.

- The Azure incident management platform lacked a unified experience for the end user. I led the user research, prototyping, testing, and responsive design efforts in order to clearly map the user path across all tasks.
- Led the weekly design portion of team scrums in order to design ensure bugs and issues were clearly understood across the entire development team.
- Conducted user research interviews and tested redesigns with on-call engineers iteratively, ensuring favorable outcome with end users.
- Associated new designers with a style guide I created. Engineers, PMs and designers came to me to verify proper styling.

Aguila Interactive

2013-2014

Freelance Designer

I offered a spectrum of design services through my freelance business including UX, identity and print design.

- Served a dozen small to medium businesses with identity design.
- Designed responsive UX web applications for Luna Azul Photography, Kermitz, and others.

Getty Images

2011 - 2013

UX Designer

I was a UX designer creating experiences for Getty Images' online platform for images, video and music.

- I was responsible for all phases of the UX development process (Opportunity identification, conceptualization, design and implementation).
- I led weekly design sprints for a mixed team of developers and designers, enforcing industry standard design processes for feature buildout, including wireframing, prototyping, responsive design, testing, and releases.
- Evaluated the effectiveness of new and existing products by leading usability studies and using heuristics, personas, and primary pathways to review.
- Oversaw analytics investigation and planned with development to test and iterate designs to increase performance.
- I managed design oversight in development team scrums, planning, sizing, story writing, reviews and retrospectives.
- Conducted user research interviews to test prototypes, collect data and create personas.

Education Dynamics

2007 - 2011

Lead Interactive Designer

Online education advertiser focusing on lead generation, UX and conversion based form design.

- Owned high priority projects, such as our main product funnel, from the initial meeting through final production.
 - Trained new two hires and one intern in best practices of conversion design and HTML/CSS over a period of two years.
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EDUCATION

Brooks Institute

2003-2006

Bachelor of Arts, Visual Communication

School of Visual Concepts

2008-2016

Sketch 3, Adobe After Effects, Actionscript 2.0