

Brooke Matthews

brookemattthews.co
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Based in California 🌲

Skills

Product Design
Visual Design
User Research
Usability Testing
Human Factors
Prototyping
Lean/Agile UX
User Centered Design
Design Systems
Design Ops

Tools

Figma
Sketch
Atlassian Suite
Adobe Creative Suite
HTML / CSS
Webflow

Education

General Assembly
User Experience Design

California State University,
Fresno
B.A. Graphic Design

Awards

2012 Gold ADDY Award
AAF, Northern CA District 14
Urban Outfitters Annual Report

AAF, Fresno Local Chapter
Urban Outfitters Annual Report

AAF, Fresno Local Chapter
Fresno Ad Federation Honors
Luncheon Invitation

Experience

Product Designer

Tidepool

Feb '20 - current

Working alongside Product and Engineering, involved in the end-to-end design process from research and ideation to implementation of web and iOS software applications. Facilitate usability testing (including Human Factors) and use findings to inform design decisions. Communicate design intent to internal and external stakeholders. Iterate on concept prototypes and production software.

UX Designer, contract

Vibio.io

Nov '19

Collaborated with 2 other UX designers to conduct research and design a product roadmap for version 1.0 of a video interviewing platform.

Owner + Designer

Brooke Creative Co.

Sept '18 - Sept '19

Designed, crafted, and sold custom small-batch clay earrings. Obtained 6 wholesale accounts across California and Oregon.

Senior Project Manager

FutureBrand

Apr '18 - Sept '18

6 month contract managing a large scale brand architecture and strategy project for Cisco, restructuring several main business units.

Project Manager

Evoke Giant

Nov '17 - Apr '18

Lead Project Manager for a multimillion-dollar global medical device client. Created and maintained project estimates, developed project timelines, and oversaw the cross-functional creative development process.

Director of Visual Content

wikiHow

Oct '12 - Oct '17

Led the creation of over 2.5 million custom digital media assets across the product. Facilitated a unified design style across all visual assets, analyzing user data and engagement trends to tailor visual content with written content. Managed two in-house team project managers. Traveled globally to meet with content producers and hold artist workshops.