

MATT OMOHUNDRO

I'm a multidisciplinary design leader with over 15 years of experience.
Currently, I focus on making thoughtfully-designed digital products.

DESIGN DIRECTOR

Ordoro

Jan 2012 to Present

PRODUCT DESIGN

- Handled all aspects of design for the application including conducting research, sketching wireframes, developing UX workflows and all UI design
- Created and maintained a design system for our web app that met our brand standards and internal workflow needs
- Improved efficiency by working with front-end engineers to create an environment where we could rapidly prototype with HTML/CSS in the app
- Worked closely with our CEO, Engineering, Sales and Customer Success teams to make sure appropriate features were being developed that helped bring the most revenue and customer satisfaction
- Conceptualized and helped produce new features including a complete app redesign, a barcode scanning module, a custom packing list service and more
- Monitored the success of features in the app using tools like Fullstory to let us see how users were actually engaging with features in our software
- Facilitated feedback sessions with high-touch customers to gather anecdotal data on features before and after their release
- Garnered design thinking across the company by holding bi-weekly "UX Reviews" that demoed and obtained real-time feedback for new features being worked on
- Evaluated and refined requirements, and translated them into action items for myself and front-end engineers

BRANDING/MARKETING

- Created initial brand identity and subsequent rebrand, including a logo, type system and advertising collateral
- Designed and maintained marketing web site, blogs, support site and other static marketing sites
- Hired and art directed photographers for company portraits and other photographic needs
- Wrote, edited and published marketing content for website, blog, support articles, marketing emails, job postings and in-app messages
- Designed and oversaw production of all branded collateral such as t-shirts, stickers, koozies, signage, etc.

ADDITIONAL EXPERIENCE

UI DESIGN LEAD

Bazaarvoice
Jul 2011 to Dec 2011

UI DESIGNER

Bazaarvoice
Mar 2010 to Jul 2011

INTERACTIVE ART DIRECTOR

Powered
Aug 2008 to Mar 2010

INTERACTIVE ART DIRECTOR

EnviroMedia
May 2007 to Aug 2008

ART DIRECTOR/WEBMASTER

The Texas Observer
May 2005 to May 2007

EDUCATION

BACHELOR'S OF FINE ARTS: DESIGN & ART HISTORY

University of Texas at Austin
Graduated May 2005

CONTACT INFO

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