

# matt blank

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## Personal Details

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## Profile

With 15 years' experience in the industry, I create first class Interaction and UX designs for mobile, tablet and desktop platforms, whilst also involving myself in UI design and front end coding. I have enjoyed working on digital products with some of the most recognised brands in the world and I'm currently a Senior Designer at Microsoft. In my free time I've co-founded a charity and help run multiple not for profit organisations.

## Key Skills

- Creative Interaction Designer with an exceptional eye for detail
- Expert knowledge of Illustrator, Photoshop, HTML and CSS
- Good knowledge of InDesign, PHP, WordPress, JavaScript and SEO
- Responsible and self motivated with strong managerial and leadership skills
- Excellent inter-personal, communication, writing and presentation skills

## Employment History

### **October 2014 - Present: Senior Interaction Designer, Microsoft**

I lead the Interaction Design for Skype for Business on the iOS platform, working closely with designers, developers and researchers within Microsoft. During my first nine months I worked across multiple mobile and desktop platforms on Skype, helping to make general improvements to the product and creating a framework for its notification ecosystem. Among other projects, I have designed a brand new core experience for Skype users and have helped lead the design for new call controls for Skype for Business, helping re-shape one of the most iconic elements of the Skype brand. I've also been listed as a co-inventor on a Microsoft patent for a confidential project that I was the sole designer on.

### **December 2013 – September 2014: Lead UX Designer, Metro**

As UX Lead on the website for the world's largest free newspaper and one of the most visited news websites in the UK, I was responsible for ensuring the user was at the forefront of all digital consumer products. My role focused on mobile first, responsive design; a made to share approach and the evolution of Metro's native applications, including being the principal UX/UI designer for their Android App, Metro10. I worked with all areas of the business to make sure that the user experience was at the heart of all decisions, which included all aspects of product development, from conception to post-launch.

### **March 2010 – November 2013: Senior UX Designer, AOL / The Huffington Post**

During my time with the company I led full UX re-designs, as well as final UI work. I also worked on the design for AOL's first iPad app and was at the helm of launching new brands and microsites. I was the sole designer for the complete re-design of one of the most popular parenting sites in the UK, which involved working on concept wireframes and user journeys through to final designs. After the launch, I worked with

analytical data in order to continuously improve the site. Other projects I led included designs for various editorial channels, including the responsive video templates used across all sites and creating the fully responsive grid and structure for the whole of aol.co.uk. I also took on a voluntary position as a Cultural Ambassador, playing an important role in the recruitment process and promoting the values of the company.

#### **March 2007 – March 2010: Senior Web & Flash Designer, Dennis Publishing**

I worked on the websites for their high profile magazines including Maxim, Men's Fitness, PC Pro, and Auto Express. I designed and developed microsites, custom channels, HTML newsletters and flash promos/banners. I also created full page flash animation for their e-mags; designing for companies including 20<sup>th</sup> Century Fox, Sony, Nintendo, Coke, Disney and Ford among dozens of other blue chip brands.

#### **March 2006 – March 2007: Web Producer, AKQA**

I was part of a small team within this digital design agency who maintained all of Microsoft's Xbox European sites. I created graphics, edited flash and designed layouts for various sections. I was also the Lead Producer for the Nike Plus website, which promoted the collaboration between the famous sports brand and Apple's iTunes.

#### **2001 – 2015: Freelance Web Designer**

I have designed, built and maintained many company, e-commerce and editorial websites for various clients, from corporate groups to West End musicals. My work has contributed to my clients increasing their revenue and securing significant contracts through their online presence.

## **Voluntary/Charity Work**

#### **April 2015: Co-Founder, Radio Harrow**

I co-founded the charity Radio Harrow, which focuses on health and wellbeing broadcasting and providing a befriending service to the NHS. The 150 volunteer strong charity also champions other organisations and volunteering opportunities in the local community and promotes education and social integration for the people of Harrow, London.

#### **May 2000 – Present: Spokesman, Michael Jackson World Network**

I help run and I am the spokesman for Michael Jackson's UK Fan Club. As well as producing the website, which at its peak gained 8 million hits in a month, I regularly liaise with Sony Music and the Michael Jackson Estate. As part of my dealings with the media I have regularly appeared on international TV and Radio, including the BBC, CNN and Sky News among many others. I've also given interviews to mainstream papers and magazines and in 2011 was quoted on BBC's popular programme 'Have I Got News For You'.

#### **September 2004 – April 2015: Trustee/Chairman, Radio Northwick Park**

I volunteered for a 45-year-old charity that focused on visiting hospital patients to offer support, company and entertainment. I started volunteering in 1999 and in 2004 I was voted on to the Trustee board before being made Chairman in 2007. In this role I managed a team of eight Trustees and ensured they were able to do their jobs fully and that all aspects of the charity were running smoothly and we were financially stable. During my time managing the organisation, the charity won 18 awards, it became the first hospital radio station to broadcast online, volunteer numbers more than doubled, fundraising targets saw a significant increase and the charity went through an £80,000 technology upgrade and facilities refurbishment.

## **Education**

#### **2000 – 2003: LIPA (Liverpool Institute For Performing Arts)**

BA Honours Degree (2.1) – Performing Arts – Acting Route