MATTHEW CROFT

✉ mcroft898@gmail.com   🌐 https://www.croftux.com   📍 Seattle, WA

Passionate, human-centered designer with a talent for problem-solving and over four years of experience improving business products. Enjoy the challenges of working at the intersection of technology, design, and psychology to create intuitive user experiences.

Experience

Product Designer | Great Conversations (February 2023-December 2023)

- Revitalized the Great Conversations website through extensive user research and SEO analysis, addressing identified areas for improvement.
- Conducted usability testing, A/B testing, and wireframing to understand user behaviors and iteratively refine designs.
- Aligned design decisions with business and user goals resulting from effective collaboration with stakeholders.
- Applied skills in survey development, wireframing, prototype development, content strategy, information architecture, and accessibility evaluation.
- Contributed to organizational change management and roadmap development for ongoing enhancement.

SDR Team Lead | TravelPerk (October 2021 - February 2023)

- Successfully uncovered travel needs of potential clients resulting in over 250 successful inbound and outbound opportunities, managed full sales funnel, leveraged customer support tickets and reviews to better understand user problems and developed creative solutions to improve customer experience, designed training programs for new hires based on up-to-date sales tactics and employee experiences, and collaborated with cross-functional and leadership teams to deliver high-level user experiences.

Marketing Intern | MediaPro (October 2020 - March 2023)

- Collaborated with the lead UX Designer to create Educational and Social products, adhering to MediaPro design standards. Conducted research, managed and executed projects while collaborating with the company's leadership team.

Skills

- Design Tools (Figma, Adobe Creative Suite, Canva)
- Research Tools (UserZoom, Miro)
- UX Research
- Wireframing & Prototyping
- Interaction Design
- Salesforce Design System
- WordPress Design
- Thinking UI
- Testing HTML/CSS

Education

John Carroll University (2016-2020)

Bachelor of Arts Marketing Communication
Minor in leadership

Northwestern University (2023)

UX|UI Design Certificate