

Matt Herndon

I am a skilled UX professional with experience designing intuitive user interfaces and offering strategic consulting. I excel at analyzing data, streamlining processes, and leading teams to achieve goals. Committed to user-centered design, I deliver solutions that enhance user satisfaction and drive business success.

EXPERIENCE

C Spire, Birmingham, AL

Digital Designer - 11/2024 - present

- Successfully created and designed web pages on the AEM system, enhancing user engagement and functionality.
- Developed a comprehensive web design library, utilizing Figma to streamline collaboration and creative processes.
- Effectively communicated updates to stakeholders and executives in the Marketing department, ensuring alignment and support for ongoing initiatives.
- Thoroughly documented work and system files, leveraging the project management system for real-time updates, design previews, and project files to foster team collaboration and drive project success.

Regions Bank, Birmingham, AL

UX Design Operations Mgr - 07/2023 - 8/2023

- Established UX role and defined procedures, roles, and adoption for internal design teams.
- Reported to the Head of UX. Increased awareness of program operations with directors and managers.
- Facilitated presentations with business partners to increase the adoption of new systems and procedures.
- Engaged in documentation and discussions regulating internal design system patterns, processes, and guidance.

UX Architect - 04/2021 - 07/2023

- Established the UX role through SAFe, Agile adoption, ceremonies, and documentation.
- Established a structured collaboration with external partners and management, which increased team efficiency by 175%.
- I oversaw an 8-person team responsible for designing, developing content, and testing the internal online account opening system.

BBVA USA, Birmingham, AL

Marketing Execution WEB Design Manager - 07/2019 - 04/2021

- I led a 4-person team that identified UX design and development requirements for digital banking channels.
- Conducted user testing and design iterations, which improved completion rates by over 20+%.
- Supervised CMS and marketing projects with vendors worldwide.

☎ (205) 907.9097

✉ matt@mattherndon.com

🔗 [linkedin.com/in/mattherndon](https://www.linkedin.com/in/mattherndon)

🌐 mattherndon.com

SKILLS

UX Design Operations & Strategy, Multi-disciplinary Team Leadership, Establishing New Roles and processes, Project Management, Program Operations, Operations Management, Agile and SAFe Methodology, Problem Solving, User Experience Design, Digital Marketing, UX Research, Google and Adobe Analytics, eCommerce, CSS, HTML, SASS, Branding, UI, Javascript, PHP, SEO, WordPress, multi-CMSs, Email Marketing, and years of experience in design and web, development, and UX.

INVOLVEMENT

UX BHM - Founder of UX Birmingham. Community advocate for UX relations.

AIGA - Portfolio reviewer.

Figma Community Advocate - for Birmingham, AL.

Sketch - Ambassador for Birmingham, AL.

Interaction Design Foundation - Local Leader Birmingham, AL

UX WEB Design Lead - 05/2016 - 07/2019

- Identified UX needs and led design efforts on the entire website.
- Established design system for global web standards in 4 countries.
- Improved deposit account performance by 24% YOY.
- Created, maintained, and developed UI assets (graphics and code) for the Design System. Maintained codebase through GitHub.

UX WEB Designer - 06/2013 - 05/2016

- Led a rebranding and website (500+ page) CMS transition from February 2012 to April 2013, directing a team in three countries and five cities.
- Designed and developed UI/UX documents, assets, wireframes, and prototypes for business requirements.
- In user testing cases, website engagement increased by 500%.

EBSCO, Birmingham, AL

Senior Web Designer - 06/2008 - 01/2013

- Developed brand strategies, web layouts, and ensured optimal user experience.
- Created WordPress website design and development into production.
- Supervised web assets across online company sites.
- Led development and maintenance of branding consistency across company subsidiaries.

EDUCATION

Huntingdon College, Montgomery, AL
Business Management Major - BA Degree

University Of Montevallo, Montevallo, AL
Graphic Design Major - BFA