

# Matt Herndon

**Strategic UX Design & Operations Leader** with 12+ years of enterprise success. **Key Results:** Drove a **175% efficiency increase** and scaled complex design systems. Expert in **deep UX mastery** and **AI engineering** to build future-ready processes and deliver measurable business impact.

## EXPERIENCE

**C Spire**, Birmingham, AL

*Design System Manager* - 11/2025 - present

- ❖ Spearheaded design system development, cross-functional collaboration, and AI-enhanced web token utilization to ensure brand consistency and optimize web development workflows.

*Digital Designer* - 11/2024 - 11/2025

- ❖ Designed and developed high-impact web pages in AEM, created a Figma design library, documented work in the project management system, and communicated project updates to Marketing stakeholders.

**Regions Bank**, Birmingham, AL

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

- ❖ Established the internal UX role, defined procedures, reported to the Head of UX, increased program operations awareness with directors and managers, facilitated presentations to improve system and procedure adoption, and engaged in design system documentation and guidance.

*UX Architect* - 04/2021 - 07/2023

- ❖ I established the UX role within SAFe/Agile adoption, structured collaboration with external partners to increase team efficiency by 175%, and oversaw an 8-person team for the internal online account opening system.

**BBVA USA**, Birmingham, AL

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

- Led a 4-person team to identify UX requirements for digital banking channels, conducted user testing that improved completion rates by over 20+%, and supervised global CMS/marketing vendor projects.

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

- Led UX design and established a global web design system that included creating and maintaining UI assets and code (managed through GitHub), resulting in a 24% YOY improvement in deposit account performance.

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## SKILLS

UX Ops & Strategy,  
Cross-functional Leadership,  
Process Establishment, Project  
Management, Program  
Operations, Operations  
Management, AI Engineering, DS  
Tokenizing, Agile/SAFe, Problem  
Solving, UX Design, Digital  
Marketing, UX Research, Google &  
Adobe Analytics, eCommerce, CSS,  
HTML, SASS, Branding, UI,  
Javascript, PHP, SEO, WordPress,  
multi-CMSs, Email Marketing.

## CAREER INVOLVEMENT

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

**AIGA** - Local portfolio reviewer.

**Friend of Figma** - Local community advocate in Birmingham, AL.

**Sketch** - Local ambassador for Birmingham, AL.

**Interaction Design Foundation** - Local Leader Birmingham, AL

*UX WEB Designer - 06/2013 - 05/2016*

- Directed a global team to execute a rebranding and 500+ page CMS transition, resulting in a 500% increase in website engagement through effective UI/UX design and user testing.

**EBSCO**, Birmingham, AL

*Senior Web Designer - 06/2008 - 01/2013*

- Led the development of brand strategies, web layouts, and consistent branding across company subsidiaries, including the design and production of WordPress websites and supervision of all online web assets.

**EDUCATION**

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

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