


Matt Herndon

Driving Educational Excellence through Operational Scale and Universal Design

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Executive Summary

Strategic Design Leader with 12+ years of experience architecting high-performance systems for enterprise-scale organizations. Expert in leading cross-functional teams to deliver user-centered solutions that balance immediate product delivery with long-term strategic vision. Proven track record of **scaling team efficiency by 175%** and establishing global design standards at **Regions Bank** and **C Spire**. Deeply committed to **Universal Design (Section 508/WCAG)** and the mentorship of emerging talent, aligning perfectly with McGraw Hill's mission to accelerate student success through intuitive, accessible learning platforms like ALEKS.

Core Competencies

- **Team Development:** Hiring, coaching, performance evaluations, and fostering a culture of "craft and curiosity."
- **Design Operations (DesignOps):** Establishing design standards, component governance, and agentic workflow automations.
- **Universal Design:** Expert-level Section 508 & WCAG compliance for institutional and regulated environments.
- **Strategic Alignment:** Partnering with Product, Engineering, and Business stakeholders to map design to learning outcomes.
- **Research & Experimentation:** Guiding teams through iterative testing, rapid prototyping, and data-backed validation.

Professional Experience

C Spire | *Design System Manager / Strategist* | **2024 – Present**

- **Agentic Strategy:** Spearheaded the integration of AI-enhanced web tokenization, reducing design-to-development friction by 30% through automated "Agentic" handoff protocols.
- **System Governance:** Architected a comprehensive Figma design library and documentation system used to ensure 100% brand consistency across multiple digital product lines.
- **Efficiency:** Streamlined collaboration between Marketing and Engineering by deploying automated project management triggers, ensuring real-time alignment on high-impact initiatives.

Regions Bank | *UX Design Operations Manager* | **2021 – 2023**

- **Institutional Lead:** Established the foundational UX DesignOps role within a \$150B+ financial institution, defining the procedures that governed the internal design of the online account opening system.
- **The 175% Metric:** Architected an operational framework for an 8-person team that achieved a **175% increase in efficiency** through systemic collaboration and component-based automation.
- **Efficiency Architect:** Structured the "System of Truth" for external partners, facilitating enterprise-wide adoption of standardized design patterns and reducing redundant design work.
- **Compliance Lead:** Integrated **Universal Design standards** directly into the design system, resulting in a 24% YOY improvement in account performance and federal accessibility compliance.

BBVA USA | Marketing Execution Web Design Manager | 2019 – 2021

- **Process Automation:** Managed the transition of high-volume marketing execution into a structured design system, reducing the time-to-market for complex promotional campaigns.
- **Stakeholder Alignment:** Acted as the strategic bridge between Marketing Directors and Technical Leads to ensure scalable, accessible, and high-performing web experiences.

UX Birmingham | Founder & Community Advocate | 2019 – 2024

- **Ecosystem Building:** Founded and scaled the region's largest UX advocacy group, leveraging community leadership to increase local design literacy and engagement by 40%.

Technical Toolkits & Education

- **B.A. Business Management** | Huntingdon College
- **B.F.A. Graphic Design** | University of Montevallo
- **Expert Certifications:** UX Design Techniques (Lynda), Interaction Design Foundation Member.
- **Tools:** Figma (Advocate level), Adobe Creative Suite, Asana, Jira, and Agentic Automation Tools.

Professional & Community Involvement

- **Founder, UX Birmingham** – Built Birmingham's largest UX community; increased engagement by 40% through events and partnerships.
- **Friend of Figma** – Advocate for Figma design systems and community education.
- **Local Ambassador, Sketch** – Hosted professional workshops and regional design events.
- **Portfolio Reviewer, AIGA** – Mentored students and professionals entering UX fields.

- **Local Leader, *Interaction Design Foundation*** – Organized community-driven UX sessions and mentorships.