

## Who Am I:

An experienced creative individual with a strong technical background and proven project management skills. I'm awesome at creating mock-ups, wireframes, diagrams and documentation. Excellent at problem-solving!

## Skills:

**UX Design:** Excellent prototyping, mock-ups and design skills. Strong experience in research, analytics, feedback, story development, review and analysis. Excellent with Axure, Balsamiq, Gliffy, Illustrator, Photoshop and many other popular UX / prototyping tools. Awesome diagraming and creative skillsets.

**App Design & Development:** Desktop, mobile and iOS development and design knowledge. Apple Xcode, iTunes Connect, Unreal Engine games, and Fusion Developer experience.

**Graphic Design:** Graphic design, Adobe Creative Suite, including superb Photoshop, Illustrator, Flash, Fireworks, InDesign skills. Web presence, responsive and adaptive web design, social media, logo and branding design. Awesome freehand illustration, drafting, sketching, painting and design skills.

**Documentation:** Strong experience in developing and authoring how-to guides, tutorials, presentations, videos, webinars, surveys, tests and questionnaires. Highly skilled in technical documentation authoring, diagrams and presentations.

**Productivity & IT:** Strong project management skills. Expert Mac OS X, Windows, Linux, Android & iOS knowledge. Microsoft Office / Google Apps / LibreOffice suites. MS Project, MS Visio, MS Outlook, Gliffy, Omnigraffe, Dropbox, Stash, Slack and JIRA. Expertise in legacy OS and computer systems. Web management and development, HTML/CSS, MySQL, HelpDesk support, PC repair and troubleshooting

**Multimedia:** Video / audio editing and production, motion graphics, special effects, 2D / 3D animation. Adobe AfterEffects & Premier Pro, Final Cut Pro, DVD/BD authoring, transfer.

## Experience:

IEEE Publication Technologies, **Project Analyst**

**2014 - Present**

- **UX Design and Research:**
  - Designed prototypes, mock-ups, wireframes, diagrams and storyboards to support development, research for applications and websites
  - Lead the design, development and implementation of new applications and websites
  - Worked alongside content owners and stakeholders to win approval of user stories, goals, test plans and design elements
  - Held working sessions, conducted analysis, generated reports and presented findings based on qualitative data gathered from user-based studies
  - Lead surveys, a/b testing, behavior and expectation feedback, interviews and product demos
  - Strong experience working with different groups, human resources, IT, volunteers, students
- **IT Project Management:**
  - Successfully managed challenging, time-sensitive, IT-heavy interdepartmental projects
  - Maintained project plans, business plans, project dashboards and analytic reports
  - Designed, developed and presented e-learning courses, visual presentations and documentation materials to assist non-technical staff in technical areas or initiatives
  - Lead complex enterprise-level server virtualization, disaster recovery and migration projects
  - Leveraged best practices and developed communication methods and systems to improve timely issue resolution and increase transparency in cross-functional projects and efforts.

- Demonstrated ability to work under pressure, problem solve and meet deadlines in a fast-paced and multi-project environment. Able to actively self-balance and prioritize projects
- Proven ability to provide in-depth support, guidance and both technical & analytical recommendations
- **Documentation and E-Learning:**
  - Authored and designed in-depth technical guides, IT documentation, and training materials for business partners, internal staff, IT staff and external vendors
  - Created an extensive library of e-learning materials, how-to-guides and diagrams to support various project operations and to empower project stakeholders
  - Held various training, e-learning sessions and walkthroughs to introduce or support new products, applications, workflows and company procedures
  - Adept in adapting content and materials to suite particular audiences and knowledge levels
  - Documented, and produced visual mock-ups, documentation materials and wireframes for elaborate server and application ecosystems
  - Strong experience in QA and testing of documentation, applications, websites and services

IEEE Power & Energy Society, **Digital Project Administrator**

**2009 - 2014**

- **Project Management:**
  - Successfully managed projects related to the research of new ways to enhance member benefits, volunteer engagement and chapter success, including apps and social media
  - Acted as the technology liaison for the executive office, its volunteers and staff members
  - Conceived and implemented a roadmap and update strategy for our online properties
  - Launched the IEEE PES YouTube channel with exclusive content as a member incentive
  - Saved costs by implementing a plan for launching the re-design of the society's premier membership-focused email newsletter and online magazine using in-house resources
  - Managed and updated timely project reports, presentations and documents as required
- **User Research and Online Marketing:**
  - Lead the design and development of society conference/event mobile and web apps
  - Developed and managed multiple outward-facing email marketing campaigns, announcements, and other supporting marketing materials across multiple outlets
  - Conducted user surveys, interviews, post-event questionnaires and feedback sessions
  - Designed and developed various reports for project stakeholders, volunteers and staff
  - Created advertisements, banners, graphics and other media for web, video and print
- **Multimedia Production and Education:**
  - Created a library of technical tutorials, how-to guides and visual documentation for the executive office staff, IT stakeholders, society members, students and volunteers
  - Lead and instructed various classes to train and empower staff, students and others, on new tools and technologies. Designed training materials, presentations, video tutorials
  - Established and maintained the society's library of physical and digital video products

**Real Rabbits Stickers iOS App**

**2016**

*Graphic Design, Illustration and iOS Development*

Sketched, designed and finalized over 40 charming rabbit stickers for Apple's iOS iMessage platform. Developed and published the Real Rabbits iOS application to the Apple App Store.

**Chickpea Magazine**

**2013**

*Photography*

Scouted locations, shot, edited and submitted photos for the feature "Re-Awake, Garden State" of the spring 2013 issue. Collaborated with the author of the feature on the selection of photos.

**Steve's How to Draw Fun Animals App**

**2012**

*Story, Design, Illustration and iOS Development*

Designed, illustrated and published this 50 page children's book app which teaches drawing techniques and shows how to draw over 15 different animals. Published on iTunes and Amazon

## **Education:**

|                                                                                                         |                |
|---------------------------------------------------------------------------------------------------------|----------------|
| <b>UX Certification</b><br><i>Currently pursuing</i>                                                    | <b>Present</b> |
| <b>Business Writing</b><br><i>American Management Association</i>                                       | <b>2014</b>    |
| <b>Project Management</b><br><i>Rutgers Executive and Professional Education</i>                        | <b>2014</b>    |
| <b>Pixar Story Development &amp; Animation Master Class</b><br><i>VanArts Pixar Artists Program</i>     | <b>2011</b>    |
| <b>The High-Tech Institute</b><br><i>Graphic Design &amp; Web Development</i>                           | <b>2006</b>    |
| <b>East Brunswick Vocational &amp; Technical High School</b><br><i>Commercial Arts and Design Major</i> | <b>2005</b>    |

## **Portfolio:**

<http://matarazzodesign.com/steveux>

## **Personal Interests:**

Interaction design, Vintage technology, Film making, Photography, New Technologies and Animal Welfare