

GEOFFREY MATT MACKEY

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PROFESSIONAL PROFILE

I am a digital experience designer with over 6 years of experience in multiple disciplines designing and developing web, mobile, and software applications. I strive to incorporate as much research, data, and testing into my work as possible in order to produce meaningful experiences that seamlessly integrate the needs of the user and the business.

I pride my self in my ability to:

- Build on other team members' ideas and push projects forward selflessly
- Navigate difficult discussions and help drive consensus
- Distill complex ideas into simple graphics and presentations
- Design simple, beautiful layouts and interactions that feel natural to users
- Quickly understand the capabilities of the platform(s) for which I'm designing

PROFESSIONAL EXPERIENCE

<p>Centerline Digital, Raleigh, NC</p> <p>User Experience Designer</p> <ul style="list-style-type: none">• Led user research and usability studies in multiple cities across the nation• Created design documentation such as functional requirements, information architecture diagrams, and wireframes• Led the UX effort for the redesign of a major global corporation's website with over 700,000 pages and 1.2 million monthly users• Worked with graphic artists, animators, and other creatives to craft stories into web assets such as product demos, assessment tools, or ROI calculators• Provided strategic, research-based recommendations for customer journey maps• Developed user personas to help drive design discussions	<p>December 2013 - Present</p>
<p>Two Toasters, Durham, NC</p> <p>Mobile Developer and UX Strategist</p> <ul style="list-style-type: none">• Led user research and usability studies in the Durham office• Provided user experience recommendations on new and existing applications• Developed mobile applications for iOS using the Cocoa Touch Framework and Objective-C	<p>December 2011 - December 2013</p>

Capstrat, Raleigh, NC

Front-End Web Developer

- Translated visual designs into pixel-perfect web pages using HTML and CSS
- Implemented advanced interactions and animations using Javascript and/or Adobe Flash
- Created animated, interactive banner ads
- Developed a physics-enabled video game that was used as a company marketing asset
- Created mass-distributed HTML emails

*May 2010 -
December 2011*

EDUCATION

The University of North Carolina at Chapel Hill

Bachelor of Science in Information Science, 2010

Minor in Computer Science

- Member of the Marching Tar Heels
- Member of Phi Mu Alpha Sinfonia music fraternity

SKILLS & TECHNOLOGIES

Productivity	Design	Development	UX Testing
<ul style="list-style-type: none">• Apple Pages, Keynote, Numbers• Microsoft Word, PowerPoint, Excel, Visio• Google Docs, Sheets, Slides, Drive• Atlassian JIRA, Confluence, HipChat	<ul style="list-style-type: none">• Omnigraffle• Axure• Sketch• Adobe Photoshop, Illustrator• InVision	<ul style="list-style-type: none">• HTML 5• CSS 3• Javascript• iOS / Cocoa• Java• Python 3• PHP	<ul style="list-style-type: none">• Morae• Camtasia• OptimalSort• Treejack