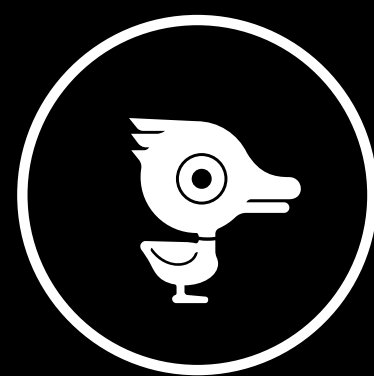


UX EXPERIENCE+ CAPABILITIES



MATT MAXWELL
DESIGN INC.



INTERACTION DESIGNER

EXPERIENCE

Wireframing

Storyboarding

Animatics

Previsualizations

Scoping

EXPERT LEVEL

UX VISUAL DESIGNER

EXPERIENCE

Websites

Icons

Apps (Limited)

Immersive Flash

Motion Graphics

TOOLSET

Illustrator
(Fireworks)

Sketch

Zeplin

Invision

FORMER EXPERT - UPDATING TOOLSET AND CAPABILITIES

SERVICE DESIGNER

EXPERIENCE

Overall Brand Experience

Audience Analysis

Audience Segmenting

Brand Identity

User Goals

Business Goals

Journey Map

INFORMATION ARCHITECT

EXPERIENCE

Site Structuring

Navigation Systems

Labeling

Usability Testing

EXPERT LEVEL

CONTENT WRITER

EXPERIENCE

Simplification

Intuitive Wording

Affinity+Wit

Emotionally Driven

Regulatory Restrictions

PR Sensitivities

Explainer Videos

Adapting to Audience

EXPERT LEVEL

USER RESEARCHER

EXPERIENCE

Audience Analysis

User Goals

Personas

Information Evaluation

Heuristic Review and Reports

Usability Testing

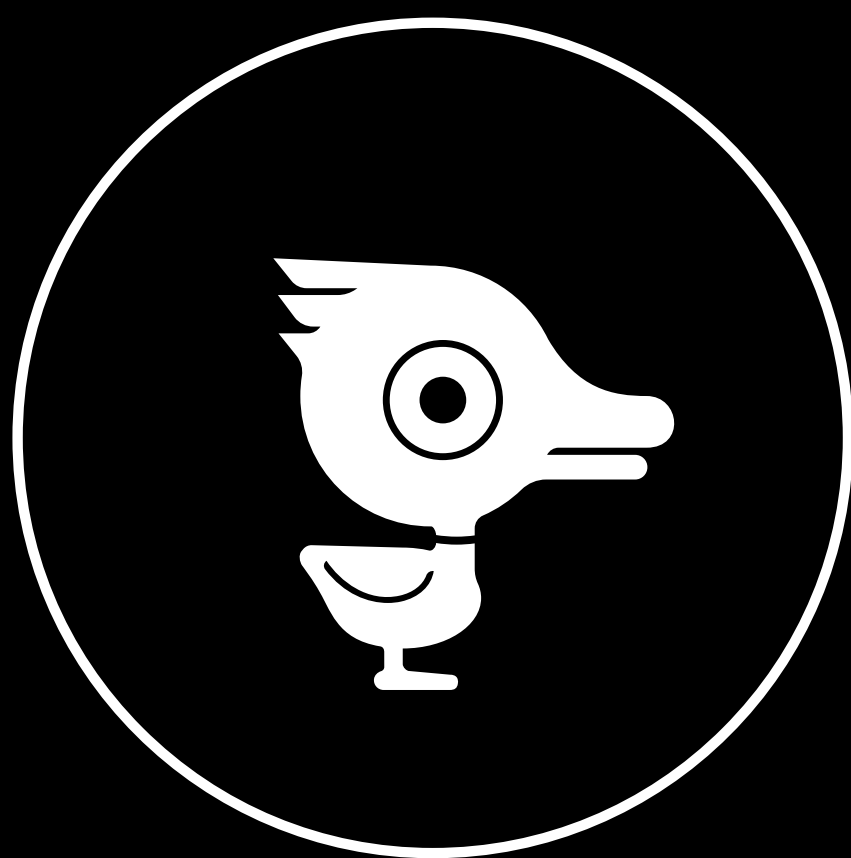
HUMAN FACTORS
ACCESSIBILITY
UX STRATEGY
CONTENT STRATEGY
CUSTOMER EXPERIENCE

EXPERIENCE

General Understanding

Repeated Exposure

Respect



MATTMAXWELLDISIGN.COM

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