

MATHEW BRANDT

matbrandt.com

linkedin.com/in/matbrandt

mat@aspirepixelworks.com

Creative Director | UX Lead

Creative leader with over 10 years of experience leading diverse teams of designers, developers, project managers, copywriters, marketing specialists, I.T. technicians, system admins, vendors, and various other roles. I prefer to mentor and coach rather than instruct and delegate. I utilize my teams skills and talents showcasing & celebrating their achievements, but I am happy to roll up my sleeves and be hands on. I'm empathetic to peoples needs, but strategic in aligning solutions with businesses goals. I am passionate about making the world better and believe there is always a creative solution to even the most complex problems.

SKILLS & TOOLS

User Research & Analysis

Brand Development

Hotjar, UsabilityHub

Hubspot, Salesforce, Optimizely

UX/UI Design

Marketing Strategy

XD, Figma, Axure,

Jira, ClickUp, Trello, Slack

Wireframing

Interactive Media

Adobe Creative Suite

GA, Ahrefs, Screaming Frog,

Prototyping

SEO Marketing

Blender, Sketchfab

HTML/CSS, Bootstrap

EXPERIENCE

UX Design Lead - Honor Care / Home Instead - Remote

June 2020 - June 2023

- Lead UX/UI initiatives for web marketing operations including research, analysis, design, testing, and SEO
- UX lead on honorcare.com redesign resulting in 21%+ increase in conversions and 90 seconds time on page
- Collaborated with leadership defining design standards and new initiatives improving Honor's business portfolio
- Developed various UX processes and internal services enhancing web marketing strategy and brand presence
- Conducted user research and analysis along with weekly site testing, review, management, and improvements
- UX lead on homeinstead.com redesign resulting in 2700+ increase in conversions and 45 seconds time on page
- UX lead and CMS admin for all Home Instead web properties: franchises opportunities, readytocare, and global
- Created and managed design system for both Honor and Home Instead along with web component libraries

Creative Director - Immersion Active - Frederick, MD

Aug 2019 - June 2020

- Lead collaboration of designers, marketers, and developers through projects for 50+ clients
- Defined and maintained department KPIs ensuring 98% client retention and 50%+ growth
- Mentored a team of designers through web, branding, graphic, ad, and print design projects
- Oversaw team of internal and external developers through website and complex web app projects

Production Manager - TheeDigital - Raleigh, NC

Dec 2017 - Aug 2019

- Lead production department of 14+ reports including project managers, developers, and designers
- Responsible for success of 50+ quarterly projects and 25+ clients and \$500k+ revenue
- Core leader in business operations and expansions including new UX and creative services
- Ensured successful project completion utilizing waterfall, agile, sprint, and hybrid methodologies
- Hands on leader providing consulting, UX research, design, project management and SEO services for clients

EDUCATION

B.A. Information Technology - Kaplan University - Online
2010 - 2013

A.A.S. - South Hills School - State College, PA
2010 - 2013