MATTHEW **WEPRIN**

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Summary

UX Leader and Design Thinking Coach specializing in Participatory Design Methodologies with over 25 years enterprise design experience working for Fortune 500 companies such as SAP, Oracle, IBM, HP Enterprise, and Texas Instruments. Expansive expertise in all aspects of UX.

Seasoned, well-rounded UX leader with strong work practices and the ability to work in a fast-paced environment and juggle multiple workflows. A track record of providing UX leadership to product teams and able to easily integrate into an agile design process.

As a Principal UX Designer; I align business requirements and technical objectives using a design thinking process that leverages radical collaboration to validate business requirements to achieve an amazing user experience.

As a UX Leader; I lead and inspire a team of user-focused designers to make the complex simple, elegant, and engaging across all platforms and devices.

Whether I am designing for web, phone, tablet or hybrid; I am always guided by my philosophy of research-driven, problem-focused designs, which are well informed and validated by users. I believe that my expertise combined with design thinking methods to better understand users' preferences and challenges never fail to result in a superior experience.

Personal Website: http://mweprin.com
LinkedIn Profile: http://linkedin.com/in/weprin
Medium Profile: https://medium.com/@mweprin

Core Qualifications

- Agile Experience Design
- Design Thinking / LeanUX
- Scrum / Kanban / Sprint
- Mobile (iOS/Android/RWD)
- Interaction / Visual Design
- Axure / Sketch / Photoshop

- Sketching / Storyboards / Wireframes
- Low / High Fidelity Prototypes
- Personas / Empathy Maps
- Style Guides / Patterns
- Interaction Specifications / User Stories
- Heuristic Evaluation / Accessibility

Work Experience

Design Director / Design Thinking Coach   **12/2017**
SAP America   **Palo Alto, CA**

- Design Director and Design Thinking Coach at SAP Labs in Palo Alto. At SAP, human-centered enterprise makes the world better for everyone. We create elegant experiences, scale design to amplify its impact, and shape the next generation of enterprise leaders
- Leading an amazing team of Senior Designers and Design Interns
- Facilitating Design Thinking and Sprint 0 Workshops within the Innovative Business Solutions Organization at SAP Labs in partnership with Tier-1 Customers using SAP Fiori for Web Applications and SAP Hybris for E-Commerce Solutions
- Crafting amazing experiences across a wide range of industries including: Sports, Entertainment, Oil/Gas, Hospitality and B2C E-Commerce
- Creating low fidelity whiteboards to functional, high fidelity prototypes, as well as, everything between; whatever means necessary to articulate the approach and tell the story
- Educating and mentoring designers as well as design interns

Skills used: Collaborative Design, Storyboards, Wireframing, Sketching, User Research, Personas, Design Thinking, Agile Design, Visual Design, Responsive Design, Mobile Design, Patterns, Prototypes, Facilitator, Recruitment, Mentoring,Scrum Master, Kanban, Axure, Sketch, Principle, HTML/CSS

Principal User Experience Desigenr   **03/2014 to 12/2017**
Oracle   **Redwood City, CA**

- Led UX Design and Architecture for Oracle Cloud UX Platform Tools - Web & Mobile
- Designed Oracle JET Javascript Framework Components including forms, controls, visualizations, layouts supporting multiple form factors
- Designed and published Oracle Alta Enterprise Design System
- Designed Oracle Chatbot Minibuilder Service, an industry standard for building chatbots
- Designed Oracle Visual Cloud Builder Service empowering developers to visually implement apps based on Oracle Cloud Components
- Evangelized framework support to efficiently address the implementation costs of supporting both desktop and mobile devices• Led and conducted numerous research projects from persona creation to competitive analysis and presented findings to organization
- Leveraged Agile Design methods to deliver components, patterns, demos and guidelines for the JET responsive cloud frameworks and native themes for iOS, Android, Windows
- Acted as scrum master, conducted stand-ups and led weekly one-on-one meetings
- Designed amazing user experiences which were articulated via storyboards and prototypes
- Facilitated user story workshops, wireframing, and taskflows
- Mentored designers while helping foster UX community through workshops and brown-bags
- Assisted recruiting, screening, and interviewing design talent while helping build the design team

Skills used: Collaborative Design, Storyboards, Wireframing, Sketching, User Research, Personas, Design Thinking, Agile Design, Visual Design, Responsive Design, Mobile Design, Patterns, Prototypes, Facilitator, Recruitment, Mentoring,Scrum Master, Kanban, Axure, Sketch, Principle, HTML/CSS

UX Manager / Principal User Experience Designer　　　　　　　　　　**02/2013 to 03/2014**
IBM Design Studio　　　　　　　　　　　　　　　　　　　　　　　　　　　**Austin, Texas**
- Established and led operating processes and tools for effectively managing small multi disciplinary team
- Built high performance UX Team of designers and FEDs focused on IBM Cloud (Security)
- Mentored designers across various disciplines
- Conducted weekly one-on-one meetings with team members.
- Expanded design team by hiring new members and managing contracted employees.
- Developed empathy maps, wireframes, visual design, and perform usability testing for IBM Cloud, IBM Hybrid Cloud (Dedicated and Local), and IBM Cloud Fabric Services
- Owned the end-to-end design process and deliverables
- Partnered with user researchers and product managers to appropriately assess and optimize the performance of new and existing features
- Redefined not only the products of IBM, but the whole process, culture, and design thinking
- Facilitated IBM Design Thinking Workshops to validate requirements, iterate designs, or test new concepts

Skills used: Collaborative Design, Storyboards, Wireframing, Sketching, User Research, Personas, Design Thinking, Agile Design, Visual Design, Responsive Design, Mobile Design, Patterns, Prototypes, Facilitator, Recruitment, Mentoring,Scrum Master, Kanban, Axure, Sketch, Principle, HTML/CSS, GitHub, Jira

Lead User Experience Designer / UX Manager　　　　　　　　　　**06/2010 to 01/2011**
LSI Corporation　　　　　　　　　　　　　　　　　　　　　　　　　　　**Austin, Texas**
- Led a talented and diverse team of UX designers and researchers.
- Provided thoughtful critique, training, education, and individual mentorship for Storage UX Team
- Designed the next generation of the LSI's Storage Management Solution
- Developed wireframes, low fidelity and high fidelity prototypes
- Created a cross function UX Governance committee to review design concepts
- Presented design work to UX design peers, product teams and executive leadership
- Developed pattern documents to support approved designs
- Implemented UX processes to ensure UX Team efficiency

Skills used: UCD, Collaborative Design, Storyboards, Wireframing, Sketching, User Research, Personas, Visual Design, Mobile Design, Prototypes, Agile, Usability Testing, Heuristic Evaluation, Photoshop, Illustrator

Principal User Experience Designer / Team Lead　　　　　　　　　　**02/2010 to 01/2014**
HP Enterprise　　　　　　　　　　　　　　　　　　　　　　　　　　　**Austin, Texas**
- Defined organization-wide User Centered Design process
- Established improved design processes for efficiency and quality within agile environment
- Established user interface guidelines to ensure a consistent experience and brand representation
- Designed the user experience for web-based and mobile enterprise security product applications
- Led design of new product category: Next Generation Firewall Designed information architecture for new products including NGFW, IPS, SMS, and LSM
- Created and maintain UX Pattern Library to insure consistency across multiple products
- Designed wireframes to illustrate proposed user experience and present to leadership teams
- Created Conceptual designs of responsive applications for existing Legacy Security Products
- Performed heuristic evaluation based on UX Best Practices & Section 509 Compliance
- Performed competitive analysis Created functional prototypes for conceptualization and usability testing
- Developed and facilitated internal brown bag sessions to help foster user centered design process

Skills used: UCD, Collaborative Design, Storyboards, Wireframing, Sketching, User Research, Personas, Agile, Visual Design, Responsive Design, Prototypes, Usability Testing, Heuristic Evaluation, Axure, Photoshop, Illustrator, HTML/CSS, Java Swing, Jira

Senior User Experience Designer / Human Factors Engineer   09/2005 to 05/2010
BST Global   **Tampa, Florida**

- Created and led user centered design initiative
- Conducted analysis of user needs
- Created User Personas, Usability Reports, and Future Release Wish List Reports
- Performed usability analysis of current BST Global Solutions
- Assisted in the strategic planning future products like BST Novo
- Redesigned BST Enterprise, BST Global's legacy solution
- Analyzed business requirements, and developed use cases
- Designed extensive working prototypes based on high fidelity mockups
- Deep Dives with engineering and business teams to understand technical feasibility and ensure technical design works backwards from customer needs
- Conducted usability tests routinely on design concepts and product releases

Skills used: UCD, Collaborative Design, Storyboards, Wireframing, Sketching, User Research, Personas, Visual Design, Mobile Design, Prototypes, Agile, Project Management, Usability Testing, Heuristic Evaluation, Photoshop, Illustrator, HTML/CSS, PHP

Senior User Experience Designer/Consultant   09/2004 to 09/2005
Prudential Real Estate & Relocation   **Scottsdale, Arizona**

- Led the design of GSP, Global Service Platform
- Used Microsoft CRM, Microsoft BizTalk, and IBM Portals as the technologies of choice
- Developed Interaction Design Team Process and Supporting Documents
- Developed application framework design and prototypes for early usability testing
- Conducted Heuristic Evaluations
- Created Task Analysis Documentation used to develop Persona Documents
- Evaluated current Prudential Software and wrote analysis of usability findings
- Tasked with the redesigned Interaction Design Team Portal
- As team coordinator; created and maintained team schedule in MS Project
- Responsible for advocating the users needs to business

Skills used: UCD, Collaborative Design, Storyboards, Wireframing, Sketching, User Research, Personas, Visual Design

Human Factors/Interaction Designer   09/2001 to 09/2004
Texas Instruments   **Dallas, Texas**

- Designed various PC based applications, including TI-Navigator and TI-Connect
- Created UI Specifications for desktop applications and product (calculator) emulators
- Performed Heuristic Evaluations with external customers and internal project members
- Performed usability testing on products to enhance user experience
- Coordinated with multiple product groups
- Demonstrated products to customers at trade shows and classroom site visits
- Performed internal product testing, and was a member of the bug triage teams

Interaction Designer   **09/1999 to 09/2001**
CommerceOne   **Pleasanton, California**

- Design and implementation of web-based and PC based applications for B2B E-Commerce
- Created Technical Specification Documents
- Designed low fidelity prototypes using Visio
- Created UI Specifications Designed and implemented two versions of SupplyOrder
- Developed solutions using C++, Java Servlets, ASP, SQL, Oracle, JSP, XML and XSLT

HRIS Interaction Designer   **09/1995 to 09/1999**
Netscape / American Online   **Mountain View, California**

- Pioneered the first Human Resources intranet
- Integrated advanced internet technologies
- Pioneered employee self service applications for benefit open enrollment
- Demonstrated intranet advancements to various client organizations
- Designed and created web-based and desktop applications
- Performed internal usability testing to enhance overall user experience
- Integrated systems with PeopleSoft and Oracle

Education

Bachelor of Arts: **Advertising**   **1995**
Menlo College   Atherton, California, USA

Affiliations

UXPA Dallas - User Experience Professionals Association
UXPA Austin - User Experience Professionals Association
NIST - Industry Usability Reporting (IUSR) Project
AustinUX - Austin, Texas based professionals involved in User Experience
AIGA - Largest community of design advocates and practitioners.

Publications

>> Check out all my publications on Medium at: https://medium.com/@mweprin <<

UX Design Tools to Watch in 2017
Top 5 Sketch Plugins for 2017
Design Thinking: Stakeholder Maps
Business in the Front and Party in the Back: Apple TouchID vs Pixel Imprint
Consume Knowledge 2017: Three Spectacular UX Books
Pinch Me… I've Got a Touch Bar!!