

Matthew McGovern

Senior UX Designer

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PROFILE

Experienced Senior UX Designer with specialties in B2B SaaS redesigns in financial services, cross functional team collaboration, and blue sky creation of enterprise dashboards.

HIGHLIGHTED EXPERIENCE

Senior UX Designer / VP, 55ip

June 2022–Current

New York, NY

- Designed from 0-1 new B2B portfolio trade list delivery platform for use in partnership with Raymond James, currently in pilot phase supporting accounts totaling over \$1 billion in assets
- Coaching and mentoring junior designers on the team in craft and development of key hard and soft skills
- Redesigned high value advisor facing B2B2C platform's cash management feature from start to finish, including wire framing, prototyping, and user testing with more than 20 clients who had requested updates to that feature
- Drive consistency and unity throughout the platform to maximize production and quality

UX Strategist, BioReference Health

January 2021–May 2022

New York, NY

- Designed new dashboard experience to allow providers to order tests and view results in one space with reduced friction and lead times
- Lead design for Scarlet Patient-Initiated Testing service
- Conducted user research, competitive analysis, and stakeholder interviews to improve design ideation
- Synthesized discovery research into a strategic approach and create deliverables such as user journey maps, process flows, storyboards and personas
- Communicated design ideas and prototypes to business, dev, and product teams

Lead UX Designer, Guardian Life

May 2018–December 2020

New York, NY

- Led a team of five UX designers in designing solutions for business areas across a Fortune 500 insurance company
- Projects included updating company design system to ensure UI consistency, user research to validate UI and SaaS design improvements, and redesigning existing company portals

- Conducted usability testing supported with Guardian's analytics to validate the impact of proposed designs on measurable outcomes
- Created wireframes and prototypes with Figma, Sketch, Adobe XD, and InVision, and conducted usability testing to validate ideas and confirm research
- Documented design process in concise format to convey new understandings and insights that impact final design
- Led UX/UI portion of redesign effort of the GA Planholder Portal through September launch

UX Research & Design Consultant, Girls Who Code

March–April 2018

New York, NY

- Contracted to conduct deep dive into engagement funnel drop off for user registration, and to utilize research to redesign improved engagement funnel
- Identified and prioritized new CMS and website features that would have the most impact on conversion metrics
- Mapped new and existing user flows to determine shortest routes to user goals and unlocked hidden efficiency opportunities
- Created wireframes in Balsamiq and Sketch that reimagine the organization's custom CMS onboarding and product discoverability, and model new features and layout

SKILLS & EXPERTISE

Figma	User Interviews	Usability Testing
Qualtrics	Competitive/Market Analysis	A/B Testing
Jira	Journey Mapping & User Flows	Agile Project Management
Sketch	Wire framing	CSS3/HTML5
Adobe XD	Conceptual Modeling	InVision

CERTIFICATIONS

UX Research, Nielson Norman Group

Design Thinking, Rutgers University

HIGHLIGHTED EDUCATION

Bachelor of Arts in English, Drew University

Madison, NJ