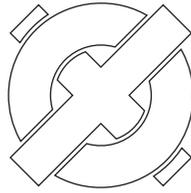


matt rooney
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now

Hulu Seattle

Senior User Experience Designer
Team Lead

October 2012 → **Now**

Collaborating tightly with product managers and engineers across multiple locations and platforms to help define the next generation experience for streaming content in the living room, beginning from product conception, through ideation and execution. Improving experiences and reducing friction for existing releases across a highly fragmented hardware landscape. Assigning, prioritizing, and directing team members. Providing creative oversight/review and critical feedback on work in various stages of completion. Acting as a mentor to junior designers to help them grow and exceed their roles. Working closely with the local engineering team, remote teams and external partners to coordinate needs and expectations.

notable

Zynga

User Experience Lead, Words With Friends
Designer/Prototyper, Various Projects

August 2008 → October 2012

Directly managed two designers and one illustrator. Assigned projects, managed schedules and workloads. Oversaw individual career development and promoted professional growth. Provided oversight, direction, and critical design feedback for my team as we continued to add and improve features, reduce friction, and respond to the ebb and flow of user metrics for a title with 15 million daily active users spanning Web, iOS, and Android ecosystems.

Successfully lead a visual refresh and UX refactor that rationalized the navigation and presentation of a highly popular mobile application that had been evolved organically over many years. Advocated for and successfully lead the initiative to bring the Android experience up to par with our flagship iOS releases.

Prior to *Words*, designed and prototyped UX/UI for teams and properties including *PetVille*, *Treasure Isle*, *Zynga Poker*, and *Zynga.com*.

previously

PopCap Games / Electronic Arts

User Experience Designer, Bejeweled Franchise

December 2012 → October 2013

Defined the UX for new IP within the Bejeweled franchise. Worked closely with game designers, illustrators, product managers, and engineering teams in a highly iterative, collaborative environment with a rapidly evolving product trying to find its "sweet spot". Developed gameplay navigation models, in-app purchasing flows, messaging systems, gameplay control structures, and other critical aspects of the supporting the play experience through wireframes, documentation, and interactive prototyping via HTML and Javascript.

Livescribe, Inc.

Interactive Designer
Frontend Developer

October 2007 → August 2008

Conceptualized, designed, and produced interactive promotional materials. Implemented and extended the existing design and structure for the desktop website experience. Developed frontend HTML/CSS for production.

Screamstream Interactive

Interactive Designer
Frontend Developer

November 2006 → October 2007

Designed and developed experiences for a diverse portfolio of clients, with an emphasis on advertising and promotional materials large and small. Focused on end to end design and production of promotional materials and applications from concept, through visual and interaction design, to execution using Flash, Actionscript, HTML/CSS and Javascript. Self-directed projects, managed junior and intern designers. Worked directly with clients and external stakeholders.