

MA
/DE

Matt
DeRusha

User Experience

Professional:

Research + Interaction
+ Visual Design

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Education

Indiana University Kelley
School of Business -
Bachelor's in Marketing

Capabilities

UX Research

Interaction Design

Information Architecture

A/B Testing

User Testing

Visual Design

Figma, Sketch, Axure, XD

Adobe Product Suite

Mac and PC experience

Microsoft Office

Experience

My passion is crafting memorable and meaningful experiences through research and design.

Jul 2021 - Sep 2023

Lead Product Designer - eXprealty.com - remote

I played a pivotal role in transforming exprealty.com into a major competitor in the real estate industry through rigorous testing, meticulous design, and the development of a patent-pending system that enhanced agent-client connections.

Apr 2020 - Feb 2021

Lead User Experience Architect - Rightpoint - remote

I specialized in user research, ux & visual design, wireframing, and information architecture. Clients included U.S. Bank, Humana, Abbott Labs, One Call Care Management, Goldman Sachs, Merrill Lynch, and DaVita to name a few.


Dec 2014 - Apr 2020

Lead User Experience Designer - TandemSeven - remote

In my multifaceted role, I've served as both a solo User Experience Designer and a leader of small User Experience teams. I bring strong client-facing communication skills, and have a proven track record in various UX disciplines, including user research, persona development, and usability testing. I've contributed to sales efforts, conducted system audits, and guided projects from inception to prototyping.

Nov 2013 - Dec 2014

Senior UX Team Lead - Santander Consumer USA - onsite

I was tasked with the design and development of a new product website, and I provided leadership to a team of designers and front-end developers. Additionally, my responsibilities encompassed the maintenance and enhancement of existing online properties, ensuring their continued effectiveness and alignment with the company's evolving objectives. 

May 2012 - Nov 2013

User Experience Designer - projekt202 - hybrid

During my tenure, I served as a UX Designer/Developer at Expedia.com, optimizing their digital interface. At BackgroundChecks.com, I led design initiatives centered on user-centric strategies, and with Southwest Airlines, my responsibilities encompassed research, design, and prototyping, significantly elevating their digital interactions.

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May 2010 - May 2012

Senior User Experience Designer - GameStop.com - onsite

My main responsibilities were twofold, encompassing the transformation of their UI design to meet world-class e-commerce standards, and the enhancement of front-end code to ensure a seamless and exceptional user experience.

Jul 2009 - Apr 2010

Director of Interactive Marketing - Siemens Gigaset USA - onsite

I spearheaded the establishment of e-commerce platforms for promoting and selling Gigaset products across various North American markets. These platforms played a pivotal role in expanding the brand's reach and improving product accessibility in the region. My role also extended to collaborating closely with Gigaset's global headquarters to develop and implement global strategies. This required aligning North American operations with the overarching company vision, ensuring a seamless and effective approach across international markets.

Jun 2006 - Jul 2009

Senior Interactive Art Director - Mary Kay Inc. - onsite

I oversaw the global overhaul encompassing both international subsidiary websites and a vast network of 700,000+ Independent Consultant e-commerce sites. This endeavor presented distinct challenges, notably the need to balance heritage and modernity in design and to customize interfaces for 32 countries while maintaining a cohesive global brand direction. In my daily operations, I managed the web creative team, fostering collaboration and efficiency, while also contributing to content production for quarterly releases and special promotions to continually enhance MaryKay.com's digital presence.

May 2005 - Jun 2006

Senior Interactive Art Director - Uniden - onsite

I led a dedicated team of both designers and programmers, embarking on a transformative mission to rejuvenate Uniden.com and the Uniden outlet stores' online presence. Our endeavor encompassed a thorough modernization of digital interfaces to meet contemporary standards and exceed customer expectations.

In addition to our in-house efforts, I cultivated strategic partnerships with external collaborators, these alliances empowered us to synchronize and implement online marketing campaigns for cross-branded products, extending our reach and fostering a unified brand identity.

Aug 2003 - May 2005

Senior Interactive Art Director - sgstudio - onsite

Aug 2000 - Jul 2003

Interactive Art Director - Expidant/Theoris - onsite

Oct 1998 - Aug 2000

Interactive Marketing - Summex Corp - onsite

