



MATT REAMER

Experience Designer

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EXPERIENCE

Dollar Shave Club - Sr. Experience Designer December 2015 - Present

Leading UX efforts on all main roadmap projects and helping to further the holistic customer experience from every touch point in our member's journey.

Dollar Shave Club - Experience Designer July 2015 - December 2015

As an experience designer at Dollar Shave Club, I help craft the holistic brand experiences throughout all touch points of our subscription customers. I ideate, design and polish new features for existing digital properties, and conceptualizing new products and digital experiences.

Team One USA - Experience Designer June 2014 - July 2015

Working on Lexus, Lexus Dealers Association and 2K Games, my role is to ensure the end user has the best possible interaction with the brand across all digital and physical touch points in car buying, car owning and game advertising.

VML - UX Intern June 2013 - August 2013

Working half of the time in the creative department and the rest with the UX team, I worked on multiple accounts including: Campbell's Soup, BallPark Franks, Hillshire Farm, Ernst & Young, Xerox and did extensive work on 2 new business pitches.



EDUCATION

Undergrad - Virginia Commonwealth University 2012
Bachelors in Mass Communications - Creative Advertising & Art Direction

Graduate School - VCU Brandcenter 2014
Masters in Business & Experience Design



PROCESS

Getting to know the user, putting pen to paper, using analytics to inform behavior, conducting interviews and just sitting back to observe the product being used is always first. I try to prototype whenever possible. Sometimes, it's the only clear way to see if functionality will work or to convince co-workers and or clients that the design will work. I strongly believe that nothing is ever finished. Never. Ever. User behavior is forever evolving and so should our designs.



SKILL SETS

- Adobe CC —●●●●●
- Sketch —●●●●●
- Prototyping —●●●●○
- Arduino —●●●●○
- After Effects —●●●●○
- User Testing —●●●●○
- < HTML/CSS > —●●●●○
- iOS App Design —●●●●○
- Android App —●●●○
- Responsive Design —●●●●○