



# Matt Magpantay

**First name:** Matt                      **Address:** 681 Hidden Ridge Drive, 48083, Troy, United States of America  
**Last name:** Magpantay                      **Phone number:** 407-580-3173  
**Date of birth:** 28/12/1992                      **Email address:** mattdlmag@gmail.com  
**Nationality:** Filipino                      **Web:** mattmagpantay.com

## Profile

I strive to create intuitive and elegant experiences, inspired by my passion for design and understanding and addressing user needs. I am also an avid learner, constantly challenging myself to grow and learn new skills in usability and interface design.

## Work experience

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| <b>Evans Distribution Systems<br/>Melvindale<br/>United States of America</b>  | <b>Brand Experience Designer</b> <ul style="list-style-type: none"><li>• Manages and Refines digital and physical customer touch points within the company to increase usability and improve experience</li><li>• Develops one page marketing websites for different campaigns and services</li><li>• Films and edits marketing videos to be used internally or externally</li><li>• Organizes monthly company newsletter</li><li>• Redesigns user interface of existing digital products</li><li>• Conducts and evaluates user research</li><li>• Creates graphic design deliverables</li><li>• Videographer and photographer for various company events and/or campaigns</li><li>• Developed the UX strategy for all digital products of the company</li></ul>   | <b>04/2016 - present</b> |
| <b>Detroit Fulfillment Initiative<br/>Detroit<br/>United States of America</b> | <b>Designer</b> <ul style="list-style-type: none"><li>• Evaluates user testing sessions</li><li>• Refines/redesigns aspects of the interface with Photoshop as needed</li><li>• Researches users in order to create personas and map out processes and task flows</li><li>• Graphic Design Work</li></ul>  | <b>03/2016 - present</b> |
| <b>Evans Distribution Systems<br/>Melvindale<br/>United States of America</b>  | <b>Sales &amp; Marketing Associate</b> <ul style="list-style-type: none"><li>• Formulates marketing campaigns for different branches and departments</li><li>• Creates digital content to be used for campaigns or brand management</li><li>• Researches and analyzes target markets for future and current campaigns</li><li>• Develops social media campaigns</li><li>• Handles the development of blogs concerning key issues in the supply chain industry</li><li>• Creates metrics and reports on current or past marketing campaigns</li><li>• Organizes client database on Microsoft Customer Relationship Management Software</li><li>• Assembles internal and external newsletters</li><li>• Performs administrative duties</li><li>• Updates websites that operate on a WordPress format</li></ul> | <b>10/2014 – 03/2016</b> |

## Education

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|--|---|--------------------------|
| <b>University of Michigan-Dearborn<br/>Dearborn<br/>United States of America</b> | <b>Communications</b> <ul style="list-style-type: none"><li>• Graduated with honors</li><li>• College of Arts, Science, and Letters Honors Program</li><li>• Executive board of my fraternity</li></ul> | <b>09/2011 – 04/2015</b> |
| <b>Udemy</b>   |   |                          |

# Education

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List of Courses taken:

- User Experience (UX): The Ultimate Guide to Usability and UX
- How to Carry Out a Usability Expert Review
- UX & Web Design Master Course: Strategy, Design, Development
- User Experience Design Fundamentals
- The Complete Web Developer Course (current)

## Interaction Design Foundation

UX

List of Courses Taken:

- Human Computer Interaction
- Psychology of Interaction Design
- UI Design Patterns for Successful Software
- Information Visualization: Getting Dashboards Right

CareerFoundry

UX

02/2016 - present

# Skills

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UX

Usability Testing	★★★★☆
User Research	★★★★☆
Personas	★★★★☆
User Flows	★★★★☆
Content Strategy	★★★★☆
Copywriting	★★★★☆
Graphic Design	★★★★☆
Wireframing	★★★★☆

# Tools

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Design

Photoshop	★★★★☆
Invision	★★★★☆
Illustrator	★★★★☆
UXPin	★★★★☆
Axure	★★★☆☆
Sketch	★★★★☆
Indesign	★★★★☆

Development

HTML	★★★★☆
CSS	★★★☆☆