Matt Dunn

matt@processyellow.ca

416-294-3036

Work Experience

Product Designer & Front-End Developer

DreamHost (dreamhost.com)

Remote, May 2015 - Present

- Completely overhauled flagship DreamPress product; one of Automattic's only recommended managed WordPress services
- Led a team of designers and front-end developers in creating an in-house functional css design system called DreamHost.css (https://github.com/dreamhost/dreamhost.css)
- Designed, developed and refactored design patterns used across several products totalling over 3,000,000 views per month
- Created wireframes and prototypes; launched new features and products
- Chose tools and created workflows using Git, Gulp, Jekyll and BrowserSync
- Designed and created responsive, scalable marketing pages as needed
- Conducted user tests, analyzed a/b tests and performed competitive research; participated in user interviews and personas

Web Designer & Front-End Developer

CivicLive / Talentova

Toronto, ON - Jan 2014 - April 2015

- Designed and developed interfaces for an educational AngularJS SaaS product in an agile environment
- Rapidly prototyped new features and products using UXPin, Middleman and frameworks such as Bootstrap and Bourbon/Neat
- Worked alongside product team to create user experiences for new and existing products
- Created Sass pattern libraries to ensure consistency and empower other team members
- Led custom responsive site designs for local governments through the entire design process from meeting with clients and stakeholders to launch
- Worked with Quality Assurance team to ensure code quality and compatibility with all devices and major browsers back to IE8
- Mentored junior designers and kept up-to-date on latest technologies and design trends

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User Experience Designer

HireWinston/Fleetbit (fleetbit.com)

Toronto, ON - Mar '12 to Aug '13

- Coded, designed and conceptualized websites, landing pages and administration panels, using HTML and CSS on a Ruby on Rails backend
- Designed and tested a native iPhone and responsive web app
- Designed print material such as business cards, brochures and trade show banners
- Tested and optimized webpages using a/b tests, analytics, heat-mapping and user surveys
- Pushed versioned production code using Git

Web Designer

Canadian Parks and Wilderness Society (cpaws.org)

Ottawa, ON - May '10 to Mar '12

- Completed a rebranding and redesign of all web properties which included: 1) usability surveys and in-house tests 2) wireframes, architecture and content strategizing and designing each website 3) coding the sites using ExpressionEngine creating a clean backend for chapters across the country to manage their websites
- Reviewed traffic and email statistics, analyzed and created reports and action plans
- Met with communications team and provided input on online marketing strategies
- Coded and sent HTML emails to up to 40,000 people as needed

Freelance Work

Process Yellow (processyellow.ca)

Jan '09 to present

Process Yellow is the name of my freelance design business. I design and code websites for a variety of clients, handling everything from wireframes and information architecture to front-end development and integration with a CMS like WordPress. Visit http://processyellow.ca to see examples of my work.

Education

Mohawk College of Applied Arts and Technology

Major: Business; Graduating average: 83%

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Skills and technologies

D**esign:** Rapid Prototyping, Functional CSS, UI Design, UX Design, Wireframes, Responsive & Mobile-First Design

S**oftware:** Balsamiq, Sketch, Photoshop, Illustrator, Indesign, UXPin

Front-end technologies: HTML5, CSS3, jQuery, Sass, Gulp, CSS Frameworks, BEM

Version control: GIT and TFS

CMS: WordPress, ExpressionEngine, Jekyll

On the web

processyellow.ca

dribbble.com/matthewlyle

github.com/matthewlyle

twitter.com/mmatthewlyle