

Rob Matthews



UX/UI DESIGNER

E X P E R I E N C E

HD Piano, LLC

UX/UI Designer
2021- Present

- Designed a new homepage with a system to deliver user-referral rewards using LambdaTest to ensure cross-platform usability
- Composed an in-depth, B2B guide to streaming video and graphic content for popular musicians on twitch.tv using the "Open Broadcasting Service" (OBS)
- Researched competition to identify areas to grow the brand
- Conducted usability testing interviews with beta app users to implement improvements across the user experience
- Collaborated with the UI Developer and Backend Development team consistently to align on the optimization strategy to grow the business

Rightcopy.io

CoFounder/Partner
2021 - Present

- Built fully-compliant web3 site that mints NFTS of popular logos
- Designed front end with React.js and many web3 dependencies
- Developed unique batch-minting process to deploy smart contracts

IFM-Tech.com/Onetrack.ai

Technical Product Manager
2019-2020

- Oversaw the assembly of AI units or bots that attached to fleets of forklifts
- Redesigned the backend and client-side dashboard
- Built Raspberry Pi units with machine learning processors that incorporated a 360 camera and variety of motion sensors
- Directed the implementation process of 90 units driven from Chicago to Arkansas

Independent Publishers Group

Jr Dev Ops Engineer
2017-2019

- Updated and monitored database and application servers (IIS for APS.NET, SQL Server, Splunk)
- Deployed code updates to QA and production systems to roll out fixes and upgrades to software, as needed
- Scripted solution to critical issues and proposed long-term development approaches for these problems
- Wrote MySQL in MySQL Workbench to create filters to comb DBs more effectively and efficiently

AirRun, Inc

Founder & CEO
2012-2016

- Conceived and developed AirRun, an app offering on-demand, local delivery or tasks
- Developed and executed strategy that coincided with business objectives
- Featured in Mashable and TechCrunch amongst competitors TaskRabbit and Zaarly
- Obtained 3,000+ downloads within the first 12 hours of launch

Bringt, Inc

Creative Director
2009-2012

- Responsible for graphic design and user experience (UX Design) using Photoshop, Illustrator, and Flash in social Facebook games including Crowdstar, Mall World, Pot Farm, and Sometrics (Game Coins)
- Managed multiple design projects and collaborated with clients on design campaigns
- Recognized member of a 7-person team that secured a second round of funding (sold to IGT for \$10 million)

E D U C A T I O N

Miami University, Oxford, OH

BS in Marketing and minor in Entrepreneurship
2004-2008

Coding Dojo Bootcamp

2017-2018

General Assembly UX Design Bootcamp

2019-2020

S K I L L S / T O O L S

Adobe Creative Suite

HTML/CSS/JS

After Effects

Version Control

Framer, Principle

Sketch, Figma

Invision/Adobe XD

React.js, web3.js

Bootstrap

Graphic Design

Animate

Django/Flask, Ruby on Rails

MySQL Workbench

Truffle, Solidity, Open Zeppelin, Remix

Brand Identity, SEO