

MATT HUBING

*designer + front-end developer with a focus
on improving the user experience*

EXPERIENCE

Internet Marketing Analyst + Designer, Clark Consulting

JULY 2009 – FEBRUARY 2011

- led a user experience redesign of a executive retirement website used by over 3,000 leading banks and corporations managing over \$3 billion in assets; conducted task analysis and project justification; oversaw IA, wireframing, and UI design; worked with internal stakeholders, development, and (3rd party) interactive teams
- developed strategic plans for web marketing
- designed a highly successful HTML email newsletter which captured the essence of company president and the attention of internal audiences
- balanced time-consuming maintenance needs of intranet and external sites against higher-priority initiatives

Freelance Web Designer, Hubing Design

NOVEMBER 2007 – PRESENT

- designed and built CMS-driven websites, taught clients how to use the CMS
- updated code for maximum organic search results in preparation for SEO campaigns
- provided branding consultation

Web Designer, Interstate Batteries

MAY 2008 – FEBRUARY 2009

- redesigned the corporate website using web standards techniques
- identified opportunities for branding and user experience improvements
- developed web components for Interstate's intranet and external sites
- helped internal stakeholders concept/plan projects
- assisted with video/photo shoots and presentations

Graphic/Web Designer, Zahra Design Group

OCTOBER 2006 – MAY 2008

- saved a large client by delivering a struggling web project on time and within scope
- provided consultation and project planning for clients
- designed printed advertisements, brochures, and presentations
- prepared print files for press runs

EDUCATION

B.A. Graphic Design, Valparaiso University

AUGUST 2002 – MAY 2006

Minor in New Media Journalism (writing for the web)

SKILLS

- hand-coded (x)HTML, CSS, PHP, & JavaScript built with W3C standards
- wireframing, prototyping, task analysis, user research, & card sorting
- information architecture and naming conventions
- user experience and usability testing
- search engine optimization techniques
- progressive enhancement and graceful degradation techniques
- Windows and Mac proficiency
- content strategy and copywriting

TOOLS

Dreamweaver, Coda, Photoshop, Illustrator, Flash, InDesign, Acrobat, Microsoft Office, Firebug, jQuery, WordPress, MODx, pencil/sketchbook

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