

Matthew Dean Lett

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Education

Full Sail University – 2018

Winter Park, FL

M.A. in Public Relations

Completed 26 out of 38 credit hours

Full Sail University – 2009

Winter Park, FL

B.S. in Digital Arts & Design

Concentrations: Identity Design,

Customer Experience Design,

Interactive Usability Design

Skills

Design Thinking

Usability Design Principles

Information Architecture

Design Research

Customer Persona Development

Customer Journey Map Design

Soft Skills

Organizational Skills

Business Communications

Written & Oral Communication

Empathy

Design Skills

Adobe Photoshop

Adobe XD

Adobe InDesign

WordPress

Front-End Development

Typography & Page Layout

Color Theory

Summary

With over 8 years of experience in post-secondary education leadership and business communication design, my passion is rooted in utilizing human-centered design principles to create better products, customer experiences and improved business processes.

Experience

Associate Course Director – User Experience Design

2012 – Present - Full Sail University, Winter Park FL

- Develop course curriculum for students that promotes the use of design thinking, research, and UX principles in order to create successful interactive experiences
- Acted as a department resource in subjects such as: Customer Experience, User Experience and Front-End Web Development
- Teach students how to structure and design customer journey maps that communicate customer activities, actions, pain points and shared goals
- Provide educational support within the Digital Arts and Design department with courses such as: *Typography, Page Layout, Digital Publishing and Front-End Web Design*

Customer Experience Design Consultant

11/2014 – present – Wishful Concepts Catering & Personal Chef Services

- Lead 1-to-3 discovery workshops yearly that challenged the organization to reflect on the experiences their customers and team members have within the organization
- Created an incentive for workshop attendees by providing a catered breakfast and lunch to ensure participants were present for the entire duration of the workshop
- Lead discovery workshops with the objective of building out the company perspective both internally for core team members and externally for customers
- Utilized VOC research such as: social listening, complaint forms and online reviews to develop, design and implement improvements to the customer journey
- Customer personas were developed to better understand the needs of the customer
- Continue to provide web, print and brand communications design support upon request

Web Department Lab Specialist

09/2009 – 2012 – Full Sail University, Winter Park FL

- Provided educational support for the web department on subjects such as: *HTML Front-End Development, CSS, Web Browser Debugging, and Responsive Web Development*
- Mentor students in developing a web design portfolio that will aid in securing quality career opportunities within the commercial design industry

Independent Brand Design Consultant

02/2009 – present – Orlando, FL

- Plan and design successful interactive experiences for desktop and mobile friendly websites
- Develop visual communications strategies for websites, EPKs, press releases and other corporate communications for real estate, financial, law and medical professionals
- Consultant clients on implementing & upholding cohesive brand design standards
- Collaborate remotely with designers, artists, copywriters, sales teams and marketers to complete complex and multi-faceted client projects