Matt Casey

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Core Skills

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Work Experience

I am a pragmatic, user-focused problem solver. I blend creative and strategic thinking to align user and business needs when designing products. I like collaborating with people to bring those products to life.

I have been designing user experiences for over ten years and am currently working as a Senior User Experience Designer at Amazon.

UX design, UI design, user research, usability testing, rapid prototyping, product management, product strategy, accessibility/accessible design, UX research, usability testing, heuristic evaluations, design systems, Figma / Sketch / Adobe / latest design technologies, team building, leadership

Amazon (AWS) / Senior User Experience Designer (III)
July 2020 - Present

Senior design lead for AWS Training and Certification operations and learning administration products. Built operations tools to manage our global network of instructors, a scheduling management tool to optimize coordinating learning activities and resource allocation, an AI sales management tool, and curriculum collaboration and Learning Management System publishing tools. I am also an accessibility ambassador, manage our design system development, and AWS Brand relationships.

- I reduced operational time on task by 20% and increased our instructor resource allocation by 20% year-over-year.
- Scaled the number of courses delivered annually 4x by creating a network for certified partner delivered learning.
- Increased sales pipeline $35MM/$13MM closed by designing a system for evaluating AWS customers' employee skills gap.
- Increased customer satisfaction feedback scores 20%.
- I function as the advocate for accessible design on my UX team – training twelve other designers on accessibility best practices. Because of this, AWS Training and Certification now builds fully accessible products which open learning opportunities to 15% more people across the globe.

Instructure (Canvas LMS) / Senior Product Designer
July 2018 - July 2020

Lead product design of Instructure's (Canvas) interactive video-learning and quizzing products for K-12 and higher ed institutions. Collaborated with an outstanding team to rapidly design, test and release products. Developed a certified accessible, open-source design system for Canvas and educators.

- Designed and launched Canvas's interactive video education platform.
- Instituted a rapid design, test, development and release process to ensure we were continually connected to users and releasing high impact features.
- Grew our sales and users 300% year-over-year for three years in a row via launching Canvas Studio and continual feature development.
- Designed an accessible, WCAG AA-certified, internationalized design

system which accelerated our build cycles 200% company-wide and expanded our addressable market.

Infogroup / Senior Product Designer
March 2015 - July 2018

Conducted user research to identify opportunities for product strategy. Designed and tested design ideas and prototypes with users to deliver useful tools to users that resulted in business growth. Worked with business stakeholders, engineering and product to bring our behavioral sales insights and automation products to market. Evolved the product strategy from gut feelings to user-centric and data-driven decision making.

- Doubled our addressable market and usage via user research and designing new sales insights and marketing products.
- Reduced internal operational time on task by 30% via enhancing product usability.
- Tracked usage analytics to identify product issues and implemented design changes which led to over 1,000% increase in successful product conversion/usage rates.

Proxibid, Inc / Product Manager & User Experience Designer
2009 - July 2015

My role changed here over time.
- Collected user feedback and conducted user research sessions to define product goals and roadmap.
- Decreased time on site to bid and increased bidding by creating an inventory management system with voice recognition for rapid cataloging and taxonomy development.
- Increased average daily activity 10x by moving the core bidding application from a desktop Java app to a web app.
- Defined visual design system for Proxibid and its subsidiary brands.

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Education & Certification

Google / Google Analytics IQ Certification
2016

Google Analytics Platform Principles, Digital Analytics Fundamentals, Ecommerce Analytics and Mobile App Analytics

Nielsen Norman Group (NN/g) / UX Certification
2015

User Experience Strategy, Agile Development & UX, Complex Applications & Websites 1 & 2, Usability Testing

Pragmatic Marketing / Pragmatic Marketing Certification
2011

Pragmatic Marketing class and certification

Creighton University / BA of Visual Communication, Advertising, and Fine Art
2003 - 2007

Cum Laude, Dean's List, American Advertising Federation, AIGA

Kyle Jensen / VP, UX & Product Design, Tendo
Manager for 2 years at Instructure

Matt is a thoughtful designer with great instincts and a deep understanding of what it takes to create a great user experience. From initial user research through final deliverables, Matt consistently executed at the highest levels. Matt is great at forging relationships across disciplines, and was always eager to help others realize their full potential. He's exactly the type of person I look for when hiring Senior Designers.

Benjamin Rinaca / Principal Software Development Engineer, Microsoft
Colleagues for 2 years at Instructure

Matt's ownership of his role, drive to do what's right even if it isn't easy, willingness to go deep on scenarios and personas, and honesty and humility throughout all of it are each individually unmatched. Put them all together and you've got yourself an amazing product designer. I feel very lucky that I get to work with Matt!

Peter Quaeck / Senior Product Manager, 6sense
Colleagues for 2 years at Instructure

I had the pleasure of working with Matt for two years at Instructure on the company's newly launched interactive video platform. Matt brings a highly collaborative and pragmatic approach to product design, combined with an innate desire to create functional, usable experiences for all users. He is able to push the envelope when necessary to create novel experiences, but at the same time is very conscious of what the user and technical implications might be. This approach was instrumental in helping our product and its user experience mature from an early stage offering, into a refined product used by millions of educators and learners around the world. In addition to being a top notch designer, Matt is simply a good, genuine person, who truly cares about the people and team he surrounds himself with. I'm confident Matt would be a positive and impactful addition to any team and organization that is lucky enough to have him.

Tony Bertolo / Senior Front End Engineer
Colleagues for 2 years at Amazon

Matt has a tremendous ability to work backwards from the customer while balancing business needs to deliver products that really make a difference. Anyone who's worked in large organizations knows just how much of an art that is. I directly benefit from this, as his work has a tendency to make those he works with look good.

Second, I wanted to point out how easy Matt is to work with. There are always a myriad of opinions on each product, and Matt navigates the noise with seemingly no effort. He stands up for the best of the project while being open, taking feedback and quickly iterating. This kind of work ethic is hard to find and I've found it invaluable to moving our projects forward.