

Matt Denton

PORTFOLIO

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New York, NY, USA

User Experience & Product Designer

Over 14 years experience designing end-to-end digital experiences for global brands and products. A design leader, creatively tackling complex problems in agile environments. I enjoy focusing on pixels and global strategies alike.

PROFESSIONAL EXPERIENCE

Sr. Product Designer

Peacock, NBCUniversal Media, LLC • New York, NY • Oct 2018 - Present

- Designing the future of television for NBCUniversal.

Product Design Consultant

Vital Services, LLC • New York, NY • Oct 2016 - Oct 2018

- Work closely with a variety of clients to identify product goals and define creative & user experience objectives.
- Design & build engaging customer facing experiences and conduct research across the full product life-cycle.

Principal User Experience Designer

ACTIVE Network, LLC • New York, NY, Dallas, TX • Nov 2012 - Oct 2016

- Focused on bringing simplicity and usability to a variety of legacy B2C and B2B SaaS platforms, including Active.com, Activekids.com, ActiveNet Endurance and popular apps like Couch to 5k.
- Championed a consistent, mobile-first global user interface across teams. Worked closely with senior executives and digital product teams to design solutions to increase revenue, advertiser value and customer conversion.
- Mentored teams of designers in San Diego, CA, Dallas, TX and Chengdu, China
- Product successes during this time: ACTIVE.com sustained unique visitor growth for 10 consecutive quarters, a 40% YoY increase in customer conversion, and a 60% increase in mobile device views.

Senior Interaction Designer, Global User Experience

Monster Worldwide, Inc. • New York, NY, Cambridge, MA • Apr 2011 - Nov 2012

- Redesigned the most critical revenue and lead-generating areas of the site: job search and job application.
- Optimized product designs and deliverables for simultaneous launch in 40 countries and in over 20 languages.
- Helped modernize the company's global B2B and B2C design pattern libraries for usability and accessibility.

Senior User Experience Designer

Scripps Networks Interactive • New York, NY, Washington, DC • 2007 - 2011

- Led membership and community platform design initiatives for Food Network, HGTV, DIY Network, The Cooking Channel, The Travel Channel and Great American Country.
- Designed the successful Rate My Space online community, which, at it's peak, generated nearly half of HGTV.com's traffic and spawned it's own TV show.
- Redesigned Food.com, the Internet's largest social recipe database, which saw growth from the #8 to #3 most popular recipe site (behind sister site foodnetwork.com.)

Consultant / Product Design, User Experience, Visual Design

THX Ltd. • San Rafael, CA • 2010

- Consulted with George Lucas' THX Ltd. to re-vamp their online presence with a streamlined experience. Defined product strategy, information architecture, brand identity & visual design.

Visual Designer

Scripps Networks, Inc. • Knoxville, TN, Nashville, TN • 2004 - 2007

- Led the redesign of GACTV.com, defining the interactive style for cable network Great American Country.
- Redesigned Food Network recipe search, HGTV Marketplace, HGTVPro. Helped design the company's first mobile web apps. Worked with multiple brands, top personalities and major advertisers. Met Taylor Swift.

EDUCATION

Human-Computer Interaction (HCI) for User Experience Design (Certification) • MIT CSAIL • 2018

Convergent Media / Journalism & Electronic Media (Graduate Studies) • University of Tennessee • 2003 - 2005

Mass Communications / Digital Media (Undergraduate Degree) • ETSU • 1998 - 2002