Hello!

I have been a professional product designer & director for the past 25 years. I specialize in developing design strategies for complex web & mobile applications. I have spent over half of my career designing SaaS platforms & scalable back-end management tools.

Let's chat about how I can help you.

email: matthewhamm@gmail.com
mobile: (206) 601-0013

Sr. Director of Research & Design - Forsta .... Feb 2020 - March 2022

Forsta is the result of merging res-tech companies: FocusVision, Confirmit, & Dapresy. I managed the global design team and spun up a new UX Research & Strategy team to account for discovery and UX validation needs. I established new design and research process and tooling (design principles, user types, journey maps, etc.). I reorganized the team to focus on lines of business to promote a stronger line of UX continuity within the team and within the products. I hired multiple designers and researchers to account for deficiencies. I established the architectural model required to create a single platform design from three legacy platforms. Trained new personnel and product org on our new process. I established job title descriptions and career ladder for Designers, Researchers, and UX Strategists. I tracked quarterly roadmap (including discovery and research needs). And established quarterly and long-term goals with the team.

Lead Interaction Designer - Ziba Design .... Jun 2017 - Feb 2020

I led the project to redesign FedEx's logistics management engine & portal for their Express line of business. I created a new mobile app aimed at the Minor League Baseball Association so teams could manage their own mobile experience via a SaaS-based portal. I created new content delivery strategy and design format for Intuitive Surgical's DaVinci line of surgical robots. I led the investigation, strategy and design required to put the FedEx rewards program into their mobile app.

Responsibilities included managing relationships with clients, developing design strategy, executing within tight deadlines, managing ancillary design resources, research with SMEs and external customers, presenting work to clients, and delivering work to the engineering team using their agile development schedule.

Director of User Experience - HealthSparq .... Jun 2014 - Jun 2017

While at HealthSparq, I managed a design and content team focused on delivering a suite of SaaS-based, next-gen health care transparency tools to help people make smarter health care decisions.

I hired and trained designers and content/tech writers. I collaborated with the research team to establish our new process and design/research quarterly cadence. I created a new design system and worked with the engineering teams to build out and manage the react React components required to power the product. I managed the scheduling process for our centralized design team and established new tools to help the team align with each other, our clients, and their customer's needs. I established a new product navigation and information architecture model to correct serious mistakes made when rushing the v1 product to market prior to my arrival.

Products I designed that you may have used.

FedEx Express

In 2019 I wrapped up a 2-year overhaul of the FedEx Express logistic admin portal. Originally created as a mainframe-based tool, it was still in use over 35 years later. I turned it into a web-based application that reduced training from 2 years down to 2 months.

amazon

In 2012 I wrapped up a web-based reinvention of Amazon's fulfillment center command line-based software applications. The redesign of the "Pick" tool was reported to have saved the company nearly 15 million dollars in it's first holiday quarter of use.

In 2007 I designed and launched two of amazon's new digital products. Namely the v1 Kindle and music download store.

In 2006 I wrapped up my first tour of duty at Amazon after designing their v1 third-party seller platform. Originally built to support a partnership with Target, we extended it for use by anyone who had products to sell.

Director of User Experience - Atlatl Software .... Nov 2012 - Apr 2014

I directed the design team and developed the visual and interaction design strategy for a new mobile-device centric startup company based in Charleston, SC.

We designed and developed a cutting edge scalable touchscreen CPQ application platform for iPad, Android tablets, and desktop computers. The application combined 3D renderings of modular industrial products and the Unity gaming engine to offer a unique way to virtually build products with clients.

To get this startup off the ground, I hired a small team of young designers and trained them in the ways of UX design. I established a unique 2D and 3D design system and style guide. I worked closely with the modeling and engineering teams to deliver solutions spanning many different industries and product lines. I managed our own research with internal SMEs and with our clients to document their products usage guidelines and to capture the specific needs of how their products worked.

Senior UX Designer - Amazon Fulfillment .... Jun 2010 - Nov 2012

I was recruited back to Amazon as the first designer to work with the Fulfillment Center Technology organization. They were still using command line tools to manage all orders and shipments when I arrived. When I left, nearly everything had been redesigned as touchscreen-friendly web apps.

I was the developer and driver of a badly needed UX strategy, design system, document-ed process flow, and usability testing schedule. I worked with over a dozen different engineering teams to develop new tools for every aspect of Amazon fulfillment logistics and associate management within the fulfillment centers.

Publications

Wireframing Essentials
- An introduction to
User Experience Design.

User Experience Architect - SumTotal Systems .... Jun 2007 - Jun 2010

I was the designer and architect of SumTotal's new suite of SaaS-based enterprise e-learning tools. I also created and maintained SumTotal's first style guide, design system, and team site to facilitate a more cohesive sense of direction and communication for stakeholders and our international design team.

Lead UX Designer - Amazon Digital Services .... Nov 2006 - Jun 2007

I returned to Amazon to design the stores and tools required for the launch of their v1 digital initiatives. I successfully hired a world class design team, managed the scheduling/prioritization of a massive backlog of design features, and architected the v1 design of Amazon's MP3 download store, Amazon Kindle store, and their associated customer tools & checkout process.

Senior UX Designer - Studio UX .... Jan 2006 - Nov 2006

I worked with clients to identify, design, and build interactive solutions for their web sites, web applications, desktop software, and corporate branding needs. I was often brought in to help realign companies with conflicting visions of product strategy. I defined project estimates, milestones, heuristic evaluations, contextual inquiries, design reviews, and usability testing.

Senior UX Designer - Amazon Seller Central .... Apr 2002 - Jan 2006

I designed Amazon's first web-based inventory and merchandising software platform used by 3rd party sellers, vendors, and drop shippers. I established the design strategy and design system. I assisted with project spec development, generated interaction maps, created wire frames, built HTML prototypes, and prepared prototypes for usability testing.

Design Manager - Amazon .... May 2000 - Apr 2002

I managed the design team, and devised the UX and merchandising strategy, and vision. I built and maintaining the first of Amazon's partnered stores: Toysrus.com, Babiesrus.com, and Imaginarium.com. I also managed the designers who created and maintained stores found in the "Kids" and "Home" verticals. I worked closely with the photo studio and designed new interactive shopping experiences.
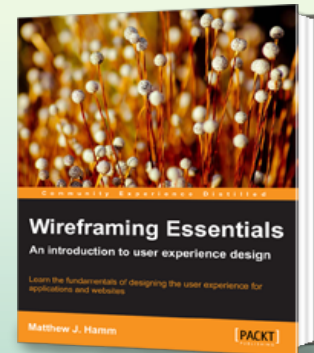
User Interface & Graphic Designer - Drugstore.com .... Apr 1999 - May 2000

I designed navigational & informational systems, integrated photography, typography & other media into the information architecture of drugstore.com. I coordinated with developers & technical staff to design templates, interactive environments, transaction opportunities, & merchandising web pages.

User Interface & Graphic Designer - Microsoft (Contract via Sakson & Taylor) .... Mar 1997 - Apr 1999

I designed interfaces, web-based applications, templates, & graphics for MSN autos - Microsoft's automotive e-commerce Web property. I worked with the editorial team in creating templates for articles & images for weekly content.

Publications

Wireframing Essentials – An introduction to user experience design   (Published January 2014 through Packt Publishing)

Education

Associate of Applied Arts w/ Honors in Visual Communications/Graphic Design – The Art Institute of Seattle   June 1995