



Matt Ritchie

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Hey, I'm Matt

I'm a UX Designer, maker, and problem-solving addict interested in building useful, engaging products.

Senior User Experience Designer, Avvo | June 2014–Present

In my time at Avvo, I've designed mobile experiences for a disruptive service called Avvo Advisor, lead the design of a native app which was featured in the App Store by Apple, and helped drive growth and engagement of one of Avvo's core products, Q&A.

Responsibilities include:

- Designing user centered interfaces for legal consumers
- Building wireframes and interactive prototypes to quickly test ideas
- Creating and launching A/B tests that help make data-driven decisions and achieve business goals
- Working closely with engineers to make smart tradeoffs in a fast paced environment
- Partnering with user research to test new ideas and concepts
- Actively contributing to Avvo's "UI Guild" to evolve visual styles and UI patterns

User Experience Designer, PracticeWave | February 2013–June 2014

In February 2013 I worked with 3 friends and former co-workers to start PracticeWave. Our goal was to make it easier for dentists to run a practice and better understand their business. I was responsible for user experience, visual design, and front-end development.

User Experience Designer, Fulcrum Technologies | October 2012–June 2014

User experience and user interface designer for a family of SaaS based asset management products for iOS, Android, and the web. At Fulcrum, I worked on a small team tasked with making it easier for small businesses to keep track of their physical assets.

My responsibilities included: user experience, visual design, and front-end development.

Freelance Designer | 2007–2016

As an independent contractor I've worked with a wide range of companies to provide visual design, branding, UX, and video production.

Creative, Apple Inc. | 2007–2012

At Apple, I taught one-on-one classes focusing on Apple software and devices, and facilitated group workshops geared towards both new and advanced users.



George Brown College, Toronto, ON — Graphic Design, 2005–2009

Deans List, Year End Graduate Design Show winner.