



Matt Gottschalk

Currently working as a UX designer
@ Centrica (British Gas)

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ABOUT ME

I am a dynamic and creative UX designer who enjoys working in a fast-paced collaborative environment.

I deliver the full UX lifecycle from research to design and testing, utilising all elements of a user centred design process to create intuitive user experiences.

UX SKILLS

Evidence gathering, Usability testing, Journey mapping, Task analysis, Information Architecture, Data analytics, Interaction design, Visual design, Prototyping, Persuasive design, Conversion rate optimisation, Workshop facilitation.

UX TOOLS

Axure, Sketch, Photoshop, Illustrator, Invision, Survey Monkey, Adobe analytics, Pen and paper.

EXPERIENCE

User Experience Designer

Centrica (British Gas) / July 2016 – Present

Worked as part of a digital product team employing agile methodologies to optimise existing user experiences. Facilitated and moderated regular usability testing sessions to help understand customer behaviour and pain points.

User Experience Designer (Short term contract)

British Airways / May 2016 – July 2016

Prototyped, tested and delivered responsive booking flow for ba.com. Worked collaboratively with internal teams to ensure all designs were consistent with brand and tone of voice.

User Experience Designer

AXA PLC / May 2015 – May 2016

Prototyped, tested and delivered responsive AXA home insurance renewal journey. Optimised for mobile and touch devices, supporting a quarter of a million customers.

Senior User Experience Designer

TUI Group / April 2013 – May 2015

Created sitemaps, user flows, task flows, sketches, wireframes, interactive prototypes and specification documents for responsive E-commerce websites and mobile applications. Planned and conducted usability testing, documented and presented findings to stakeholders. Created personas, scenarios and storyboards.

User Experience Designer

TUI Group / May 2011 – April 2013

Developed rapid paper/clickable prototypes to evaluate the effectiveness of design solutions against identified scenarios. Worked in both agile and waterfall methods to create web interfaces for responsive E-commerce websites. Carried out regular call listening to gain customer insight in the sales centre. Took insights from analytics teams to steer future strategy and development.

Website Designer & Developer

Shine Marketing / May 2010 – May 2011

Worked with clients to understand customer behaviour and business goals. Made recommendations on and produced prototypes, UI Design, development and CMS integration of E-commerce websites.

Website Designer & Developer

Ian Allan / January 2007 – May 2010

HTML/CSS development and UI design for portfolio of specialist E-commerce websites, including Wordpress customization and integration of micro-sites.

EDUCATION

BA Hons – Product Design 2:1

Southampton Solent University / 2003 – 2006

Fda in Art and Design

Kingston University, Surrey / 2001 – 2002

A-Levels: Art & Design, English, Sports Psychology

St George's College, Surrey / 1999 – 2001

CERTIFICATIONS

Certified Scrum Product Owner

Scrum Alliance / November 2017

Persuasive Design

Econsultancy / February 2016