

# JESSE D. MATLOCK

UI / UX Design Lead – 16 years of experience

214-960-0068

info@jessematlock.com

North Texas, USA

I'm a Product Designer and Developer (HTML, CSS, JS, PHP) with a particular interest in User-Centered design and improving the *Human Experience*. I enjoy working with teams to brainstorm and *whiteboard* concepts and can create *wireframes* at varying fidelity levels as well as interactive *prototypes*. In addition to design, I have advanced *front-end coding* experience and enjoy working with developers to build ideas. I'm adept at working on *distributed teams* and am *highly collaborative*.

## WORK EXPERIENCE

### USER EXPERIENCE & FRONT-END CONTRACT DEVELOP

May 2020 – Current

Loeb Equipment, Other Organizations

- Shifted strategies and resumed contract work for select organizations until COVID mandates were relaxed
- Led the UI/UX for an e-commerce website rebuild with over 40k products resulting in increased revenue and higher conversion
- Increased direct, qualified lead contacts by 50%, implementing direct to sales inquiry chat bot

### DIRECTOR OF OPERATIONS

October 2019 - April 2020

High Performance Restoration

- Reduced aged debts by over \$200k through follow up campaign
- Oversaw day-to-day production activities and managed training for sales team generating 5M in new business
- Defined, implemented and revised operational policies and O.K.R.'s

### MINISTRY DIRECTOR

June 2015 - June 2018

Christ Fellowship Church

- Designed the layout for, and managed the construction and operation of, the Hospitality Experience serving 500 weekly guests
- Achieved profitability within 3 years after 10 years of consecutive losses
- Doubled revenue to an all-time high through strategic product offerings and the addition of commercial catering services

### USER EXPERIENCE ENGINEER

April 2013 - August 2015

WatchGuard Video

- Coordinated with the CEO to design the applications User Journey
- Diagnosed usability issues; became UX Advocate for the organization
- Presented UX Research results and recommended solutions at Company Meetings
- Coded all HTML, CSS and JavaScript for the enterprise applications front-end

## ADJUNCT INSTRUCTOR

September 2012 - January 2013

Clark College

- Spearheaded redevelopment of web design and develop curriculum college level coursework
- Co-authored classroom sessions and directed consumer-facing collaborations with 20+ students
- 25% Of the class graduates went on to start their own business in web design

## YOUTH PROGRAMS DIRECTOR

July 2011 - August 2012

Walnut Grove Church

- Directed Youth Programs and successfully doubled overall attendance within 1 year
- Researched and created sermon messages and event outlines specifically for issues youth are facing
- Recruited, and trained, my replacement in collaboration with Senior Pastor

## COFFEEHOUSE HOUSE & ROASTERY

January 2006 - August 2008

Revive Coffeehouse

- Redesigned and remodeled interior space to increase occupancy to 150+ and reduce customer wait times
- Batch roasted 100 lbs. Per week of Specialty Grade coffee for retail and wholesale consumption
- Collaborated with local college extension campus to host music and art festivals

## SENIOR SALES TRAINER

February 2004 - January 2006

Verizon Wireless

- Promoted from Assistant Sales Manager to Senior Sales Trainer within 12 months
- Devised strategy that enabled sales teams to consistently exceed quarterly accessory revenue goals by 25%
- Trained sales and management staff across 4 states, throughout the West region

## EDUCATION

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Bachelor of Arts – currently enrolled at Houston Baptist University

C.O.I.C Business Intergovernmental Course Graduate

GIFTed Sales Training Certification

Multiple Online Development courses

Board of Directors for Non-Profit focused on supporting youth and family outreach

Regularly support local businesses with Pro-Bono Marketing and Design services

## RELATED TECHNICAL SKILLS

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User Experience Design (UED), Information Architecture, Adobe Illustrator, InDesign, xD, WordPress Development, CMS Development, HTML4/5, CSS3, jQuery, JavaScript, PHP, MySQL, Advanced Custom Fields ACF, Agile Development, User Interface Design, Content Management, SEO and Social Media Optimization, Proficient in Microsoft Office and Adobe Creative Cloud apps.

Soft Skills: Leadership, Data Analysis, Flexibility, Communication, Time Management, Problem-Solving, Adaptability, Motivation, Focus, Integrity, Commitment to Excellence, Avid Learner and Results-driven.