

Jesse D. Matlock

User Experience Director

User Experience director with 16 years of experience in implementing specific, challenging plans that drive output and performance. Collaborated with teams of 15-25 people across technology, business and design departments. Accomplished Servant-leader capable of bringing focus, alignment, and enthusiasm to the team.

EXPERIENCE

Loeb Equipment and Other Companies, Remote

UX, UI, and Front-end Development Contracts

May 2020 - Present

- Shifted strategies and resumed contract work for select organizations until COVID mandates were relaxed
- Led the UI/UX for 40,000 product e-commerce site rebuild resulting in increased revenue and higher conversion
- Increased direct, qualified lead contacts by 50%, implementing direct to sales inquiry chat bot

High Performance Restoration, Frisco, Texas

Director of Operations

October 2019 - April 2020

- 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

Christ Fellowship Church, McKinney, Texas

Ministry Director

June 2015 - June 2018

- 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

WatchGuard Video, Allen, Texas

UX Engineer

April 2013 - August 2015

- Coordinated with the CEO to design the applications User Journey
- Diagnosed usability issues, became UX Advocate for the organization
- Coded the HTML, CSS and JavaScript for the enterprise application front-end

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SKILLS

- Software: Design and Prototyping tools, including Figma, Sketch and xD

- Design Skills: Wireframing, Interaction Design, User Interface Design

- Experienced with User Experience Design (UED), Interaction Design, Information Architecture, Conversion Rate Optimization, Agile Project Management, Business Analysis, and Software Development Life Cycle (SDLC)

EDUCATION

- **GIFTed Sales Training Certification**
- **C.O.I.C Business Intro Course Graduate**
- **Multiple Online Development courses**

OTHER

- Board of Directors for Non-Profit focused on supporting youth and family outreach
- Regularly support local businesses with Pro-Bono Marketing and Design services

Clark College, Vancouver, Washington

Adjunct Instructor

September 2012 - January 2013

- 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

Walnut Grove Church, Vancouver, Washington

Youth Programs Director

July 2011 - August 2012

- 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 Mgr

Revive Coffeehouse, Portland, Oregon

Coffeehouse / Roastery Co-owner

January 2006 - August 2007

- Redesigned and remodelled 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

Verizon Wireless, Beaverton, Oregon

Senior Sales Trainer

February 2004 - January 2006

- 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