



mlippl1188@gmail.com
+1.631.889.0282
matthewlippl.com

matthew lippl ux|ui & seo

For just over 8 years, I've worked with early stage startups and organizations to scale lean UX & SEO practices; creating experiences that increase interaction with consistency & reliability.

Professional Experience

Sourcepoint Technologies

UX/UI Designer *Nov. 2015 - Present*

- Led design & user experience amongst the Sourcepoint Platform
- Launched an enterprise technology platform for the world's largest media organizations
- Develop client strategy, to cope with changes in consumer ad preferences
- Manage and build HTML & CSS messaging templates
- Prototyping concepts and working with engineer team to launch new features

Savil.Me

Director of User Experience *Aug. 2015 - May 2016*

- Developed strategic workflows for design and front-end teams
- Redeveloped e-commerce website & created an AI bot plugin
- Led weekly meetings to keep teams aligned on deadlines & expectations
- Managed a small team of designers & marketing specialists
- Launched marketing campaigns, collaborated with influencers and fashion brands

Hearst Corporation

Product Designer *Nov. 2011 - Aug. 2015*

- Worked with design, editorial and sales teams to produce print publications
- Designed and launch an assortment of digital products that include landing pages, websites & e-newsletters.
- Collaborated with national teams to launch products & advertisement for companies like Hearst Health, Esquire & Hearst Business Media

Milro Services

UX/UI Designer - SEO Strategist *Jan. 2015 - Present*

- Contracted to redesign website and develop SEO strategy
- Generated new leads and dropped bounce rates by 22.41%
- Brought site to the first page on Google search results for over 22 long tail keyword searches within 6 months
- Ran tests and heat mapping to gather user data to enhance site experience

Skills

Project Management
Team Leadership
Critical Thinking
Cognitive Psychology
Saas
HTML & CSS
Visual Design
Prototyping
Interaction Design
Wireframing
Animation
Responsive Design
Userflows
User Testing

Applications

Sketch 3 Zeplin
Atom.io Omnigraffle
Balsamiq Github
After Effects Slack
Adobe CC Trello
Principle Framer.js
Lookback Webflow
Atomic Asana