Matthew Greisamer

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About

User-experience designer with a proven ability to create world-class web experiences by combining usability principles and creative problem solving.

Nearly 5 years of experience creating user engagements for large companies and small brands. An expert in building web experiences that are both compelling and simple.

Experience

Oct. 2014 - Present

Digital Designer at Genworth Financial

UX/UI designer in an agile team. Responsible for the usability and design of websites and applications. Built interactive HTML prototypes of full service websites that are founded in UX principles and user testing. Helped manage and create web standards.

UX Improvements
- Improved web standards to reach at least AA accessibility standards.
- Led UX design on a ground-breaking overhaul of the Group LTC sales site, maximizing the user-experience and helping to create compelling content that drives adoption.
- Started initiative to begin creating mobile/responsive emails.

Apr. 2013 - Oct. 2014

Art Director (Contractor) at Capital One

Worked with a highly-creative team to create unique campaigns, websites, and designs. Worked with multiple teams to create graphic resources that uplifted individual lines-of-business. Developed and maintained graphical standard websites and resources. Maintained the Capital One image database. Purchased images and managed image rights for the entire corporation.

Aug. 2011 - Mar. 2013

Designer/Creative Director at Fiabella Foods

Created a small marketing team that created and maintained websites, advertising, POS materials and more. Managed relationships with vendors and businesses that created an efficient network for the business to operate.

Education

2005 - 2010

Virginia Commonwealth University

B.S. Mass Communications
Concentration - Creative Advertising

www.linkedin.com/in/MatthewGreisamer

Skills

UX/UI Design, User Testing, Prototyping, Card Sorts, Photoshop, Illustrator, Indesign, HTML5, CSS3, Graphic Design, and Content Creation.