

matthughes.

Product Designer

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Experience

Product Designer

matthughes.link

July 2021 – Current | Delta, BC

- My freelance Product Design practice.

Packaging & Branding Designer

Prado Cafe

June 2022–Current | Vancouver, BC

- Designing packaging for new products released by Prado Cafe.
- Designed new brand expression while incorporating existing branding decisions.

Coffee Quality, Cafe Systems & Product Manager

Prado Cafe

June 2020 – Current | Vancouver, BC

- Design & implement tools and systems to improve cafe work flow, productivity and business decisions.

Product Designer

Elana.health + MakeitMVP

February 2022 – April 2022 | Remote

- Part of a product design team which developed an MVP for FemTech startup Elana.health, a service for women's pelvic health.
- Our team designed an MVP web product, currently in hand-off to dev team.

UX Academy

DesignLab

June 2020 – July 2021 | Online + Remote

- Completed intensive, online bootcamp. Collaborating with industry mentors and other students.
- Covering topics: UX Design, UI Design, User Research, Information Architecture, Interaction Design, User Testing, Iteration and Implementation

Online Order & Delivery Service – Designer

Stir Coffee House

March 2020 | Delta, BC

- Collaborated with Cafe ownership to define product constraints and requirements.
- Designed and implemented a retail product delivery and digital order system for the cafe, in response to Covid-19 health requirements

Videographer & Artist Management Consultant

Stands on Sapphires

Feb 2020 – Current | Vancouver, BC

- Produce in-house video & photo materials
- Brainstorm, strategize & collaborate with band to plan out product launch roadmap.

Skills

Technical Skills

- Design Thinking
- UX Research
- Usability Testing
- Information Architecture
- Wireframing
- Slack
- Prototyping
- Interaction Design

Soft Skills

- Problem Solving
- Communication
- Empathy
- Self-Directed Learning
- Leadership
- Observant
- Adaptable
- Resilient

Education

Certificate, UX Design

July 2020 – July 2021

UX Academy/ DesignLab

Certificate, Image Consulting

Jan 2017 – June 2017

Langara College

B.A., Commercial Music

Sept 2013 – May 2014

University of the West of Scotland

Diploma (Hons), Arts Management

July 2011 – June 2012

Harris Institute

Awards

Full-Ride Scholarship

International Exchange Program | UWS

R. Richard Hahn Scholarship

For Academic Achievement | Harris Institute

References available upon request