

# matthughes.

## Product Designer

matt@matthughes.link

+1 604 761 1327

matthughes.link

linkedin.com/in/matthugheslink/

## Experience

### Head of Studio

The Studio at makeitMVP

January 2024 - Current | Remote

- As Head of Studio, I am responsible for the output of our team, for quality control, as well as managing our client interactions.

### UX/UI + Web Design

The Studio at makeitMVP

August 2023 - January 2024 | Remote

- Part of a, per project based, design team designing webpages, app, and other digital products for early stage start-ups, not-for-profits and small businesses.

### UX/UI Designer

Kalygo

June 2023 - October 2023 | Remote

- Remote position for Kalygo, a Miami based startup focused on using AI to allow users to better interact with pdf documents.
- Part of a 2 person design team, focused on guiding the dev team in usability through research and design

### Packaging & Brand Design

Prado Cafe

March 2024 | 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 2022 - December 2023 | 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.

### Product Designer

matthughes.link

July 2021 - Current | Delta, BC

- My freelance Product Design practice.

## Skills

### Technical Skills

- Design Thinking
- UX Research
- Usability Testing
- Information Architecture
- Wireframing
- Product Design
- 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