



Matthew Joseph Daly

Senior UX Strategist & Designer, specialising in E-commerce.

0413 416 018
mattdaly87@gmail.com
www.mattdaly.com.au

PERSONAL STATEMENT

I have over 10 years full-time experience in the User Experience & Conversion Rate Optimisation space.

I help businesses reach strategic goals by advocating the user whilst understanding the financial drivers that ultimately impact the bottom line.



I work closely with customers and utilise a variety of industry standard tools to analyse behaviours, empathise needs, and design & measure digital solutions on the back of it.

I'm looking to join a gun team of professionals that share my passion for creating amazing products.

KEY ACCOMPLISHMENTS

- ✓ Took on the role as UX & Design Guild Leader at Flight Centre, mentoring and upskilling 12 designers.
- ✓ Took on the role of Product Owner for Flight Centre's first native iOS & Android mobile application.
- ✓ Increased Flight Centre's domestic flight booking experience Net Promoter Score (NPS) by 66%.
- ✓ Lead the UX on EB Games' iOS loyalty mobile application catering for over 3 million users.
- ✓ Increased conversion rate by 125% on EB Games' award winning e-commerce platform.

AWARDS

-  Awarded 2017 User Experience Designer of the Year at Flight Centre Travel Group.
-  Earned an academic excellence award for ranking in the top 5% of university degree.

KEY SKILLS & SPECIALISATIONS

Solution Design, AB Testing, Multi-variant Testing, Usability Testing, Customer Surveys, Heatmapping, Clicktailing, Competitor Research, Heuristic Evaluation, Funnel Analysis, Analytics, Stakeholder Management, Wireframing, Storyboarding, User Flows, Prototyping, Design Workshops, Affinity Mapping, Information Architecture, Card Sorting ... and many more!

KEY RESEARCH & DESIGN TOOLS

Balsamiq, Sketch, Invision, Visual Website Optimiser (VWO), Usabilla, Optimal Workshop, Google Analytics, Adobe CC

WORK EXPERIENCE

-  **Senior UX Designer @ Flight Centre**
3.5 years*
-  **Senior UX Designer @ EB Games**
7 months (Contract)
-  **UX/UI Designer @ Simple**
9 months
-  **UX/UI Design Manager @ EB Games**
3 years
-  **Web / UI Designer @ ActionCOACH**
4 years

EDUCATION

-  **Bachelor of Multimedia (Marketing minor)**
2008 - 2010 @ Griffith University
-  **Diploma of Multimedia**
2005 - 2006 @ Moreton Institute of TAFE

HOBBIES & INTERESTS



REFERENCES

Michael York - Head of Digital Marketing @ Flight Centre
Phone: 0419 982 014

James Charlesworth - CEO @ Simple
Phone: 0448 875 420

Kevin Clarke - Head of Technology @ EB Games
Phone: 0437 549 270

Adrian McKenzie - Senior E-commerce Manager @ EB Games
Phone: 0423 907 117