

# auldyn matthews

UX EDUCATOR + LEADER

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## TEACHING EXPERIENCE

### **Assistant Teaching Professor, Human-Computer Interaction Institute, Carnegie Mellon University**

*December 2022 - Present, Pittsburgh, PA*

- + Teach core interaction design studio courses, including Interaction Design Fundamentals (IxDF) and Advanced Interaction Design (AIXD) to undergraduate and graduate students
- + Design and develop curriculum for Interaction Design Fundamentals (IxDF) and Advanced Interaction Design (AIXD)
- + Chair, Walls and Projectors Committee
- + Member, Adjunct Hiring Committee to recruit, interview, and retain adjuncts for the HCII
- + Member, Design Curriculum Committee
- + Member, MHCII Admissions Committee

## INDUSTRY EXPERIENCE

### **Founder, Auldyn Matthews Consulting, LLC**

*July 2021 - Present, remote, Pittsburgh, PA*

- + Provide digital experience design consulting to local businesses in Pittsburgh to improve overall business outcomes, such as online purchases, SEO, and online scheduling
- + Co-create and co-lead "Websites that Work: Turning Visits into Value" workshop at the Center for Women's Entrepreneurship at Chatham University to teach local businesses how to improve their online digital experiences

### **Associate Director of User Experience, Phreesia**

*July 2021 - August 2022, remote, Pittsburgh, PA*

- + Built and hired the first in-house UX team at Phreesia in 3 months
- + Continually demonstrated the value of UX research and design to the leadership
- + Matured the UX process and integrated UX planning into product and engineering sprint ceremonies
- + Established the UX's vision, mission, and goals in alignment with business objectives

### **UX Design Manager of Clinical Learning and Patient Engagement at Elsevier**

*Pittsburgh, PA, remote, March 2021 - July 2021*

- + Led UX design team across 8 products in the nursing domain
- + Coached designers through career goals and development
- + Oversaw UX strategy for integrating two product domains, clinical learning and patient engagement
- + Collaborated with product management and engineering to establish quarterly and annual OKRs that informed UX roadmaps

## AWARD-WINNING DESIGNS

### **PatientPass, Presented to Elsevier**

Presented to team SuperSquad  
+ SIAA CODIE Awards, 2021 Finalist, Best Healthcare Technology Solution  
*Role: Co-led research and design in 6 months to create user-centered MVP*

### **Geisinger ProvenExperience Mobile Application, Presented to Red Privet**

+ 2016 Web Marketing Association Mobile Web Award  
+ Best Healthcare Mobile Website  
2016 Horizon Interactive Award  
Bronze Winner, Mobile Apps - Business  
*Role: Led research and design team for the duration of the project*

### **Penn State College of Medicine Responsive Website, Presented to Red Privet**

+ 2016 Web Marketing Association Mobile Web Award  
Best Education Mobile Website  
+ 2016 Horizon Interactive Award  
Gold Winner, Websites - School / University  
+ 2016 Horizon Interactive Award  
Bronze Winner, Websites - Responsive / Mobile Design  
*Role: Led research and design team for the duration of the project*

## EDUCATION

### **Master of Human-Computer Interaction**

+ Carnegie Mellon University, Pittsburgh, PA, August 2013

### **Bachelor of Arts in Psychology**

### **Bachelor of Arts in Spanish**

### **Bachelor of Science in Mathematics**

+ Ohio University, Athens, OH, June 2012

## INDUSTRY EXPERIENCE (CON'T.)

### UX Lead of Clinical Learning at Elsevier

*Philadelphia, PA, September 2019 - March 2021*

- + Led UX designers in the Clinical Learning portfolio
- + Established Clinical Learning personas with 2 UX designers in 5 months for use across UX, product, commercial, and sales
- + Created first set of UX metrics per product using Google HEART framework

### Senior User Experience Specialist of Patient Engagement at Elsevier

*Philadelphia, PA, January 2019 - September 2019*

- + Co-led the MVP design of PatientPass
- + Created over 30 mockups in 3 months while collaborating with product management and development to ensure business and technical feasibility
- + Conducted 5 studies in 6 months, including onsite at a hospital, to create user-centered designs

### Senior User Experience Researcher at Ellucian

*Philadelphia, PA, October 2018 - January 2019*

- + Led 10+ qualitative and quantitative research studies to develop a new product, Ellucian Experience
- + Managed research projects across 20+ products
- + Pursued new research methodologies to mature Ellucian's UX research process

### User Experience Researcher at Ellucian

*Philadelphia, PA, November 2016 - October 2018*

- + Built the first in-house UX research practice alongside UX Research Director
- + Collaborated with UX designers, stakeholders, and executives on formative and evaluative research projects
- + Prepared and led workshops with customers, users, and stakeholders in US and internationally

### Senior Experience Designer at Red Privet, LLC.

*Harrisburg, PA, August 2013 - November 2016*

- + Provided user research and design support for projects under Red Privet, LLC with clients that included Johns Hopkins Medicine, Duke Health, and Geisinger Health System
- + Managed relationships with clients, including Agile project management processes
- + Worked on teams that won multiple design awards

## CORE SKILLS + METHODS

Archetypes  
Axure  
Building Design Culture  
Career Coaching  
Content Strategy  
Contextual Inquiry  
Design Strategy  
DoGo Mapping  
Game Design  
Google HEART Framework  
Figma  
Information Architecture  
Journey Mapping  
Mentoring Designers  
Objectives and Key Results  
Qualitative Research  
Personas  
Psychological Safety  
Sketch  
Sketchnoting  
Survey Design  
Usability Testing  
Visiontyping  
Wireframing  
Workshop Facilitation

## SELECT CONFERENCES & WORKSHOPS

**March 2024** / Co-Presenter, "ChatGPT and Design Studio: A Case Study Grounded in A Taxonomy of Aesthetic Experiences" at IDEC in New York City, NY

**February 2024** / Co-Presenter, "ChatGPT and the Beginning Design Studio: Case Studies Grounded in a Taxonomy for Experience Aesthetics", at NCBDS in Lafayette, LA

**August 2023** / Guest Speaker (remote), "Use of Generative AI in UX Design", Randstad

**June 2023** / Co-Presenter, "Experience Aesthetics for the 21st Century Environmental Design Education: Across Game Design, UX Healthcare Design, and the Japanese Tea House" at EDRA in Mexico City, MX

**January 2023** / Guest Lecturer (remote) on Journey Mapping of Design Thinking Class, University of Tennessee Knoxville

**January 2022** / Guest Lecturer (in-person) on Journey Mapping of Design Thinking Class, University of Tennessee Knoxville

**April - May 2020** / Member of College of Art and Design Online Learning Task Force at University of Tennessee Knoxville

**February 2019** / Presenter, "Designing Delight for Undelightful Experiences" at World IA Day 2019, Philadelphia, PA

**April 2018** / Co-Presenter, "Designing for Non-Traditional Students" at eLive 2018 in San Diego, CA

**April 2018** / Co-Presenter, "Transforming User Insights into Design Opportunities" at eLive 2018 in San Diego, CA

**August 2017** / Facilitator, Design Thinking Workshop at Higher Colleges of Technology, Abu Dhabi, UAE

**February 2016** / Co-Presenter, "DoGo Mapping: Bridging the Content Strategy Gap" at World IA Day 2016 Pittsburgh, PA