

MATTHEW L. SIEGEL

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EXPERIENCE

SENIOR MANAGER/TEAM LEAD EY | OCT '21 – PRESENT

- Lead UX/UI practice for Digital & Emerging Technology. Set team strategy and oversaw team growth of more than 200% within a single fiscal year (July '21 – July '22).
- Expanded user research capabilities, design training curriculum, and global design community of practice.
- Fostered cross-firm connections with other practices to drive team utilization, uncover opportunities for design intervention, and enhance client delivery.
- Guided the UX/UI Team through a corporate reorganization, fostering new team norms and driving team utilization while maintaining connections with technology consulting teams to support collaboration on business development efforts and project delivery.
- Responsible for industrializing design solutions, go-to-market assets, and launching design methodology for critical alliance partnerships.
- Contributed to over \$150MM in new business wins in three and a half years as team lead.
- Managed multiple \$1MM - \$5MM design transformations including:
 - **Telecommunications Client:** Design workstream lead working to bring the client's customer acquisition strategy to life through the creation of landing pages and email, social media, and print communications.
 - **Trust Fund Site:** Served as creative director and engagement manager for the design, development, and launch of a trust fund site used to convey financial, family event, and historical information to family trust holders. Delivered to a high-level of client satisfaction resulting in multiple extensions of work.
 - **Healthcare Content Provider:** Led UX/UI design for component and template driven design system as the client sought to upgrade their brand presentation and user experience while migrating to a new enterprise content management system.
 - **State Government:** Led user research, design, and experience strategy for a future-state immunization tracking vision..
- Led expansion of offshore design teams resulting in a doubling of capacity over a one-year period.
- People leader for 50+ individuals from entry-level to senior manager. LGBT+ & Ally champion and career counselor.

MANAGER/DESIGN LEAD EY | OCT '17 – OCT '21

- Expanded design team through new hiring and external company acquisition. Supported the integration of new firm acquisitions within technology consulting. Reversed employee attrition and negative hiring trend to grow business and team.
- Responsible for new hire onboarding and developed new education content as the Digital and Emerging Technology team expanded from 200 to 800 employees in a single fiscal year.
- Led design and managed delivery for the creation of digital tools for use by government employees at a large federal agency.
- Devised the UX/UI of EY's new internal tool for assessing service quality on projects. A tool used by over 50,000 employees.
- Led design and created a novel interface leveraging interactive information visualizations as part of a major ad campaign for the firm

SENIOR/SENIOR DESIGNER EY | NOV '15 – OCT '17

- Devised unique and engaging user experience and interface solutions to achieve the business goals of clients.
- Developed templates and visual assets for use in marketing and sales communications.
- Designed the user experience and interface for a margin optimization tool of a global PR firm leading to an increase from 1% adoption to handling over 75% of global revenue for the firm.

SENIOR DESIGNER NORTHPOINT DIGITAL | MAR '14 – OCT '15

- Created site maps, wireframes, clickable prototypes, visual design documents, guidelines, and assets for use by development teams.
- Designed a novel interface to showcase the work of alumni, students and faculty at a leading academic institution.
- Created marketing campaigns, outreach programs, templates, and defined the company's visual identity in collaboration with the internal marketing team.

EDUCATION

CARNEGIE MELLON UNIVERSITY

BFA in Communication
Design, Minor in Business
Administration

SKILLS

- Creative Leadership
- Strategic Thinking
- Team Management
- Resource Management
- Client and Stakeholder Management
- Design Thinking
- User Research and Testing
- Adobe Creative Cloud
- Figma
- Sketch
- CSS
- HTML
- JIRA
- Microsoft Office

LANGUAGES

- English *Native speaker*
- 日本語 *Intermediate proficiency*
- Deutsch *Basic proficiency*