

MATT TARR

UX DEVELOPER + DESIGNER

PROFILE

Digital Creative and User Experience professional with over 20 years of customer-centric experience, strategy, leadership and mentorship. I love the challenge of combining the art and science that drives e-commerce — analytics, testing, research, and user behavior — to develop user-focused solutions that drive results *and* elevate a brand's visual impact.

SKILLS

DESIGN SYSTEMS



UX SCIENCE + THEORY



STRATEGY + LEADERSHIP



FRONT-END CODE



CREATIVE



WORK

UX DEVELOPER | CHICO'S FAS 2018 - present


Design system architect for the Chico's User Experience team, bridging the gap between our design and technology teams. Primary responsibility is providing ownership and governance of the Chico's FAS Design System and components. My role allows the organization to maintain a single source of truth for digital design standards and usage across a portfolio of brands, thus ensuring a consistent customer experience across our media platforms. I play a strategic role in executing the organization's business goals by identifying and implementing design process improvements, and I also serve as a key change management agent in ensuring all digital products deliver a best-in-class user experience.

DIGITAL ART DIRECTOR | CHICO'S FAS 2010 - 2018

Developed a wide variety of digital creative assets, and provided leadership, strategy, and concept direction for our design team. I also created campaign concepts and provided studio direction for photo productions.

PRINCIPAL OWNER | ELEVATION 7 2007 - 2011

Owner and creative technology lead for full-service digital creative agency. Primary duties included development and execution of digital projects from concept through delivery; client strategy and campaign development; and day-to-day business management/operation.

 Complete work history available at www.linkedin.com/in/matthewtarr

EDUCATION

UNIVERSITY OF KANSAS 1992

Bachelor Degree (political science, English) | Dean's List, 1992

SOUTHERN ILLINOIS UNIVERSITY 1995

Bachelor Degree (media/journalism) | *magna cum laude*