

MATT TARR

UX MANAGEMENT, ARCHITECTURE + DESIGN

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

SENIOR PRODUCT DESIGNER & UX MANAGER

CHICO'S FAS 2018 - present


Product design lead and chief design system architect for the Chico's User Experience team. My primary responsibility is providing technical ownership of the Chico's FAS Design System and components, allowing the organization to maintain a single source of truth for digital design standards across our portfolio of brands. I play a strategic role in executing the organization's business goals by implementing design process improvements, and identifying testing and research opportunities. I also serve as a key change management agent in ensuring all digital products deliver a best-in-class 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*