

Matthew Tarr

UX Leader

Contact Info

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Profile

UX, Digital and eCommerce retail leader with more than 20 years of customer-centric experience, strategy, leadership and mentorship. I thrive on the challenge of combining the art and science that drives eCommerce -- analytics, testing, research, and usability heuristics -- to develop user-focused solutions that drive results AND elevate a brand's visual impact.

Experience

Conn's HomePlus / Director of eCommerce (UX)

JAN 2021 - PRESENT, HOUSTON, TEXAS, USA

I partner with our Product, Engineering and Operations teams to create a best-in-class eCommerce experience for our digital retail customers. I help drive the long-term vision at Conns.com by identifying and setting digital product strategy, defining our end-to-end UX process and ecosystem, and inspiring our team to place the Conn's HomePlus customer in the center of every decision we make.

Finally, I provide support, vision and guidance for our UX team by clearly defining our workflow process, including ideation, user-flow analysis, qualitative testing, wireframing, interaction design, UI design, and usability requirements.

Chico's FAS / Senior Product Designer

FEB 2020 - JAN 2021, FORT MYERS, FLORIDA, USA

In February 2020, my role within the Chico's FAS UX team was expanded to provide managerial support for our team of researchers and designers. In addition to maintaining my role as Lead Architect for the Chico's FAS Design System, I provided day-to-day leadership and strategic support for all digital products that required input, research, UX/UI design and consultation from our team. Added responsibilities included evaluating product requirements; allocating support and resources for research, testing and design; providing feedback, coaching, and strategic direction for our team.

Chico's FAS / UX Architect

APRIL 2018 - FEB 2020, FORT MYERS, FLORIDA, USA

As UX Architect, I bridged the gap between our design and technology teams by providing ownership, maintenance, administration, and governance of the Chico's FAS Design System and its components. My role was critical in helping the organization 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 also played a strategic role in executing the organization's business goals by identifying and implementing

design process improvements, and served as a key change management agent in ensuring all digital products delivered a best-in-class user experience.

Chico's FAS / Senior Art Director, Digital

NOV 2010 - APRIL 2018, FORT MYERS, FLORIDA, USA

I developed a wide variety of creative marketing assets (landing pages, homepages, e-marketing materials, motion experiences, responsive experiences, etc.) for retail fashion brands Chico's, White House Black Market and Soma, providing leadership, strategy, and project supervision for our digital design team. I also created campaign concepts and provided on-set studio art direction for both on-model and still life photo productions.

Elevation 7 / Principal Owner + Creative Lead

JULY 2008 - OCT 2011, FORT MYERS, FLORIDA, USA

As principal owner and creative lead for a full-service digital agency, my primary duties included development and execution of client projects from concept through delivery, brand strategy and campaign development, and day-to-day business management for design, development and sales team.

Education

University of Kansas / Bachelor's Degree

1992, LAWRENCE, KANSAS, USA

Political Science (major), English (minor). Dean's List, 1992.

Southern Illinois University / Second Bachelor's Degree

1995, EDWARDSVILLE, ILLINOIS, USA

Mass Communications/Journalism. Graduated magna cum laude.

Skills + Certifications

Key Skills: UX, Retail, Digital Transformation, Design Systems, Creative Direction, Management, Campaign Strategy, Branding, Responsive Design, Art Direction, Social Media, Digital Marketing, Team-Building, Change Management, Presentations, User Interface (UI), HTML, CSS, CMS, Adobe Creative Suite, Wordpress, Bootstrap, Sketch, InVision, Figma, Photoshop, JavaScript and more.

Certifications: Nielsen Norman Group, UX certification, 2020; Google UX certification, 2021