— MATT —
LEAHY

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EXPERIENCE

EAB

Feb. 2019 - Apr. 2021 | Director of Product Strategy, ALR
Mar. 2017 - Feb. 2019 | Lead Web/UX Designer, ALR

Directly managed the product strategy and web design teams for EAB's Adult Learner Recruitment division. Responsible for:

- Establishing and training on design and development standards
- Creative direction for websites, landing pages, and emails
- Management of learning agenda, including A/B testing and user testing
- Oversight of web analytics implementation
- Development and rollout of new products and features, including strategy, wireframing, prototyping, and final production
- Documentation of product strategy and functionality
- Coordination with engineering, data, and product teams
- Consulting for clients and internal teams on product strategy, UX, and web accessibility

Most notably, led the ALR division's transition to marketing automation. Managed the successful migration of the ALR product from homegrown systems to Marketo for 65+ clients.

Feb. 2016 - Mar. 2017 | Web Design Resource Leader
Mar. 2013 - Feb. 2016 | Lead Web Designer & Training Resource
Feb. 2012 - Mar. 2013 | Senior Web Designer
May 2011 - Feb. 2012 | Web Designer

Managed a large team of 25 web designers responsible for the design and development of websites, landing pages, and HTML emails for marketing campaigns for 200+ colleges and universities. Reviewed and approved design and code. Provided regular training and creative direction for web designer group.

Coordinated with marketing and product to define strategic direction and testing initiatives. Responsible for wireframing, prototyping, and user testing.

KEY WEB CONCEPTS

May 2009 - Apr. 2011 | Director of Graphic Design
Dec. 2007 - May 2009 | Graphic Designer

Designed and developed logos, print collateral, websites, and content management systems for small and mid-sized businesses. Managed design team. Led consultations, wrote project proposals, and managed day-to-day client correspondence.

Education

BFA in Communication Arts
VCU, May 2009
Summa Cum Laude

Technical Skills

HTML/CSS/Javascript

HTML email

Marketing automation
(Marketo, Acquia Campaign Studio)

Mobile-first, responsive web design

Usability and user testing

Web accessibility

Web analytics

Wireframing and prototyping

Testimonial

Additional References

LinkedIn.com/in/MatthewLeahy