

Matthew Smart

Owasso, OK 74055 • 318-261-0775 • mattsmartux@gmail.com

CAREER OBJECTIVES

Technical Content Developer with expertise in creating engaging interactive content that educates users and enhances product understanding. Collaborates effectively with product teams to deliver compelling content, driving user engagement and satisfaction. Strong foundation in UX Design, UX Writing, and project management to ensure seamless integration of user-centered design principles.

EXPERIENCE

TECHNICAL CONTENT DEVELOPER, 04/2022 - 07/2026

Qlik - King of Prussia, PA

- Created interactive demos in collaboration with product managers to highlight product capabilities and educate new users.
- Developed demos with a strong emphasis on user experience to ensure they were engaging, intuitive, and effective for end users.
- Performed testing on demos to improve the user experience for educational and demonstration purposes.
- Worked with AI assistants to support research and content creation.
- Developed and updated Qlik Sense applications utilized by the sales team.
- Authored and published content for the Qlik Design Blog, enhancing the company's online presence.

UX WRITER, 12/2021 - 04/2022

Tech Fleet - United States

- Collaborated with UX Designers and Researchers to create user-centered interfaces.
- Developed usability study interview guides in partnership with UX Research team.
- Crafted site copy and microcopy to enhance user flow in applications.
- Led research team focusing on branding direction and competitor analysis.
- Created client interview guides for effective meetings with design team.

SOCIAL MEDIA SPECIALIST, 06/2021 - 04/2022

2D Sports - Ruston, LA

- Collaborated with a media team comprised of photographers, field agents, and coaches.
- Drafted, organized, and created content for Twitter/X and other social media platforms.
- Wrote and published the 2D Sports game recaps and blog.

SKILLS

- UX Writing and Design
- Content Writing
- Video and Image Editing
- Figma and Adobe Creative Suite
- Design Sprints and Wireframing
- Persona Development and Storyboarding
- Project Management
- Document Editing and Proposal Writing
- Competitive Analysis and Research
- Slogan and Draft Writing
- Qlik App Development
- Storylane Demo Tour Development
- Reprise Demo Creation

EDUCATION

Bachelor of Arts : English with a Concentration in Technical Writing, 05/2021
Louisiana Tech University - Ruston, LA
Specialized Coursework in: Kinesiology, Social Media Management, Art, Sports

CERTIFICATIONS

- Foundations of User Experience (UX) Design (Google)
- Build Wireframes and Low-Fidelity Prototypes (Google)
- Create High-Fidelity Designs and Prototypes in Figma (Google)
- Start the UX Design Process: Empathize, Define, and Ideate (Google)
- Conduct UX Research and Test Early Concepts (Google)