



MATT PERRAULT

SENIOR PRODUCT DESIGNER

615-917-0545 | Nashville, TN 37206

matt@whois mattperrault.com



EXPERIENCE

SmileDirectClub | Nashville, TN | Jun 2018–present

Senior Product Designer

- Worked closely with the leadership team to design tests to help improve the overall website experience and a variety of different experiences (e.g. booking an appointment, Smile Assessment, etc.).
- Collaborated with multiple designers and developers on developing a design system to establish brand continuity and design consistency across the entire company.
- Brainstormed and designed innovative ways to help improve the customer journey from using the website to visiting a SmileShop to getting started on their aligner treatment.
- Collaborated with the design team to redesign the website, design app screens, and website components for the design system.

icitizen | Nashville, TN | Oct 2017–Jun 2018

Senior UX Designer

- Fulfilled a wide variety of UI and UX deliverables including: user research, user surveys, user journeys, user flows, task flows, wireframes, visual designs, interactive prototypes and some animation.
- Worked with a team of developers to construct product features ranging from small user interactions to bigger-picture features across the entire platform on desktop and mobile.
- Utilized my background in front-end development to make sure all design features and elements were up-to-specifications of current development tech standards.
- Assisted in the revamping of the platform, app, widget, user on-boarding, info website, marketing website, and a variety of other features to help the civic engagement product to become user-friendly.

Cayenne Creative | Birmingham, AL | Nov 2015–Oct 2017

Front-end Developer

- Enhanced and maintained client’s reputations through the development of clean and intuitive digital experiences via the extension of web apps and websites using tech such as: HTML, CSS, Sass, JQuery, PHP, and WordPress.
- Maintained the integrity of brand and design standards via my design intuition and attention to detail.
- Exceeded each client’s expectations through many lagniappes* that helped push their products even further to delight their current and new users through advanced front-end styling practices.



SKILLS

Design:

E-comm, Product Design, UI/UX, Apps, Prototyping, Iconography, Branding, Email Marketing, Illustration

Software:

Sketch, Figma, Abstract, ProtoPie, InVision, InVision Studio, UX Pin, Illustrator, Photoshop, Code editors, Terminal, Xcode, G Suite, MS Office

Development:

HTML, CSS, Sass, Less, JS, JQuery, Wordpress, PHP, SVG Animation



BRAND COLLABORATIONS

- BCBS Alabama
- Birmingham Orthodontics
- Camp Mac
- Cayenne Creative
- Comer Companies
- icitizen
- Klien’s Family Market
- Main Street Checks
- Milo’s Hamburgers
- Northern Virginia Orthodontics
- Oakstone Publishing
- Proctor U
- Railroad Park
- Red Diamond Coffee and Tea
- Russell Medical
- Salon 43 One
- SmileDirectClub
- Team Airship
- Titan Coatings
- Unbound
- University of Alabama
- Yogurt Mountain



EDUCATION

Philadelphia University

Philadelphia, PA

B.S. in Graphic Design

Communications 2012

*A little something extra can go a long way with designing experiences.

References & Portfolio available upon request.