



Matthew Barton

UX Designer

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EXPERIENCE

Senior UX Designer, Blackbaud

Charleston, SC (remote)

Dec 2020 – Jun 2026

Tasked with reducing high churn in Blackbaud's award management product, I led three strategic initiatives based on data-driven research. Drove Blackbaud's 2nd highest profit margin product.

Noteworthy projects:

1. Streamlined the scholarship application experience for students. Leading to a 34% increase in students applying to one scholarship
2. Simplified the awarding workflow for infrequent, annual users. Reducing internal support tickets by almost 50%
3. Automated awarding with agentic AI to solve administrative pain points and increase market competitiveness, achieving an avg of 128% of sales targets over the last two quarters.

UX Designer, Fidelity

Raleigh, NC

March 2019 – Dec 2020

I was hired by Fidelity to help them re-imagine their HSA investing experience. Fidelity has a set of powerful tools that value functionality over usability. My mission was to take these tools and design a compelling experience that helps novice users get invested for the first time regardless of their financial literacy.

Noteworthy projects:

SUMMARY

Senior UX Designer with 15+ years of experience delivering business-critical outcomes. Expert in leveraging analytics, user research, and cross-functional partnerships to drive product strategy and revenue growth.

Proven track record of aligning product features with business objectives to reduce churn, optimize user workflows, and increase market competitiveness.

Core Competencies

- **Strategy & UX:** UX Strategy, Product Strategy, User Research
- **Design & UI:** Design Systems, Prototyping, User Testing, UI Design
- **Technical:** HTML, CSS, JS, AI-partnered UX Design

- Led the strategy for the Managed Account platform, prioritizing usability to drive adoption among novice investors.
- Reimagined the HSA investing workflow, simplifying complex financial tools to reduce barriers for novice users.
- Designed intuitive pathways for turning investment advice into actionable steps, increasing user engagement with financial tools.

Senior UX Designer, Republic Wireless

Raleigh, NC

SEP 2012 – NOV 2018

I led the UX team at Republic for over 6 years. I was responsible for designing a suite of apps and services that hundreds of thousands of people relied upon on a daily basis.

Noteworthy projects:

- Designed a seamless on-device activation flow, significantly reducing setup friction for new users.
- Developed the UX for the Anywhere Messaging platform, enabling reliable cross-device communication for thousands of users.
- Led UX design for the Relay app, ensuring intuitive interaction for a large user base.

Digital Strategist, Hesketh

Raleigh, NC

MAR 2012 – AUG 2012

I wore many hats within the agency. I was responsible for delivering efficient usable digital solutions to large projects with complex problems.

Noteworthy projects:

- Digital Strategy for CCF

User Experience Designer, iContact

Morrisville, NC

DEC 2009 – FEB 2012

As part of the UX team. I was responsible for the UX & UI of iContact's product as well as the front end development of the application (mixture of html/css/js/php). We worked closely with Engineering and product management, to ensure that the business goals were being met along with our user goals.

Noteworthy projects:

- Integration with Google Analytics
- Social Media publishing
- Redesigning the Manage Your Subscription process and functionality

Senior Interactive Designer, Brooks Bell Interactive,
Raleigh, NC
JUN 2007 – NOV 2008

I designed online advertising strategies for clients such as AOL, Wall Street Journal, and Consumer Reports. I focused on landing page optimization, direct response banner ads, and direct response email campaigns.

EDUCATION

1999-2001 FIDM, San Francisco, Associates Degree in Visual Communications

1995-1998 Leeds Metropolitan University, BA in Fine Art