



Matt
DeRusha

User Experience Professional

www.thisisma.de
matt@thisima.de
linkedin.com/in/mattderusha
469.371.6288

Education

Indiana University Kelley
School of Business

Hard Skills

Workshops
UI & UX Design
Product Strategy
Art Direction
Visual Design
Wireframing
Prototyping
User Research
User Testing

Soft Skills

Communication
Collaboration
Empathy
Problem-Solving
Disambiguation

I'm a User Experience Professional with over 20 years of experience in research, interaction design, and visual design. I create impactful user experiences through rigorous testing, meticulous design, and innovative solutions, consistently enhancing user engagement and driving business success.

Mar 2024 - Present

Principal Product Designer | [EZ Search](#)

- › Collaborating closely with product & engineering to re-design ezhomesearch.com from the ground up
- › Leading strategy discussions to create a long term roadmap for all things digital

Jul 2021 - Sep 2023

Principal Product Designer | [eXp Realty](#)

- › Led the platform re-design from inception to execution, collaborating closely with product and engineering, as well as executives and stakeholders. Overall traffic grew from ~2M to ~5 unique monthly visitors, making exprealty.com the world's 4th largest Real Estate search platform.
- › Collaborated closely with Agent team to research and build a suite of tools for our ~90,000 US agents.
- › As part of the strategy team I assisted in the development of a patent-pending system enhancing agent-client connections
- › Directed & supervised third-party designers in creation of Design System

Dec 2014 - Feb 2021

Lead UX Designer / Architect | [Rightpoint](#) / [TandemSeven](#)

- › Worked as both individual contributor and team lead, depending on the engagement. From pure research projects, to information architecture, UX design & visual design
- › Client-facing presentation / communications, actively participating in structuring engagements in collaboration with the sales team.
- › Worked with clients such as US Bank, Humana, Abbott Labs, One Call Care Management, Goldman Sachs, Merrill Lynch, and DaVita

Nov 2013 - Dec 2014

Senior UX Team Lead | [Santander Consumer](#)

- › Reporting up to the VP of Design, I led the transition from traditional marketing based "web design" department to Human Centered Design / UX style department.
- › Worked closely with stakeholders to develop entirely new line of business (personal loans) from ideation to launch
- › Supported the Auto Loans team on both B2C and B2B initiatives.

May 2012 - Nov 2013

User Experience Designer | [projekt202](#)

- › Consulted with Expedia to refine the "flights" user flows on both the desktop, mobile, and application interfaces. Also worked as part of the team creating Expedia's first responsive website.
- › Worked with Southwest Airlines in-house team to completely re-design their flight management system, utilizing research, information architecture, and interaction design.
- › Led a team in the redesign of backgroundchecks.com and was part of the team that launched Container Store's first loyalty rewards program (kiosk and online)

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May 2010 - May 2012

Senior User Experience Designer | [GameStop](#)

- > Reporting to the Director of UX, I led the UX department mentoring and managing a group of 4 full-time designers and up to 15 freelance designers.
- > Re-designed the ecommerce website and implemented dynamic “game release day” launch pages as well as overhauling the checkout process to reduce the number of steps from 6 to 2 and reducing cart abandonment by ~60%
- > Collaborating closely with product, I designed Gamestop’s first ever mobile app.

Jul 2009 - Apr 2010

Director of Interactive Marketing | [Siemens Gigaset](#)

- > Despite the fancy title, I was directly and solely responsible for the creation and management of multiple product/ecommerce websites including gigaset.com (branding & ecommerce) ripe.com (overstock ecommerce website), gigasetone.com (ecommerce), and gigasetvoices.com (corporate charity).

Jun 2006 - Jul 2009

Senior Interactive Art Director | [Mary Kay](#)

- > I was hired to build and lead the web design team as it transitioned from a department under marketing to its own stand-alone department (eventually migrating from traditional “web design” to a more UX focus department.)
- > Redesigned marykay.com, supporting 32 international markets and multiple languages, as well as the introduction of ecommerce functionality.
- > Directed quarterly photoshoots to support brand and marketing initiatives
- > Oversaw the creation and curation of the consultant tools application supporting over 700,000 US based consultants
- > Worked closely with leadership to set overall strategy and direction.

May 2005 - Jun 2006

Senior Interactive Art Director | [Uniden](#)

- > Led a team of designers and programmers to revamp the entire online presence for uniden.com and Uniden outlet ecommerce sites.
- > Worked directly with Microsoft on the launch of a world’s first internet enabled Instant Messenger phone
- > Collaborated with senior management to craft the strategy for online initiatives.

Aug 2003 - May 2005

Senior Interactive Art Director | [sgstudio](#) | CLOSED

Aug 2000 - Jul 2003

Senior Interactive Art Director | [Expidant / Theoris](#) | CLOSED

Oct 1998 - Aug 2000

Interactive Marketing | [Summex](#) | CLOSED

