

# Linda Mateos

user experience and interaction designer

## Summary

A strong, client-focused, solution-oriented user experience professional with 11+ years experience in interactive design, web and mobile app development, digital marketing and strategy.

## Work Experience

**SapientNitro** - Boston, MA

**User Experience Manager**, October '09 - present

Client work included Chrysler, LensCrafters, Philips Healthcare, Sunglass Hut, The Hartford, Victorinox Swiss Army

- Managed, led and mentored teams of experience designers/information architects.
- Managed and led creative track on website and mobile app development projects
- Led development of user scenarios, user flows, navigation models, sitemaps, wireframes, prototypes, competitive audits, heuristic evaluations, personas and customer journeys for demonstrating concepts to clients
- Developed and documented detailed information architecture and interaction designs for web sites and mobile applications
- Presented user experience deliverables to clients
- Collaborated with creative, technology and business analyst teams to design and implement effective website, mobile and digital signage interfaces
- Participated in new business development efforts by contributing to and presenting project pitches

**Razorfish** - Boston, MA

**Senior Information Architect**, September '06 - October '09

Client work included ESPN, Ford Motor Company, Forest Laboratories, Maybelline, Rugby Ralph Lauren, Textbooks.com, T. Rowe Price

- Led development of user scenarios, user flows, navigation models, sitemaps, wireframes, prototypes, competitive audits, heuristic evaluations and personas for demonstrating concepts to clients
- Developed and documented detailed information architecture and interaction designs for web sites and mobile applications
- Conducted stakeholder and user interviews to define business goals and target audience needs
- Presented user experience deliverables to clients
- Collaborated with creative, technology and business analyst teams to design and implement effective website and mobile user interfaces
- Participated in new business development efforts by contributing to project pitches

**New Tilt** - Cambridge, MA

**Information Architect and Web Developer**, September '04 - August '06

Client work included Massachusetts Institute of Technology, Brown University, The Boston Public Library, Dana-Farber Cancer Institute, Spotfire

- Designed sitemaps, schematics, wireframes, prototypes and content lists based on client business requirements, audience analyses and competitive analyses
- Led clients through discovery sessions and information architecture deliverables presentations
- Collaborated with creative team to design and implement effective website user interfaces
- Developed cross-browser functioning front-end website page templates using HTML, CSS, XML and ASP.NET
- Evaluated and recommended content management systems and community forum software for client solutions

**Network Engines** - Canton, MA

**Internet Marketing Manager and Webmaster**, December '02 - August '04

- Coordinated with team members and third-party web design firm to develop new look and feel for corporate website
- Developed and delivered targeted HTML email campaigns and newsletters
- Managed white paper campaigns to generate customer leads
- Implemented web visitor enhancement programs, including search engine optimization, keyword placements, link referrals, banner ads and newsletter sponsorships
- Analyzed and reported on website traffic and marketing campaign results

**TidalWire** - Westborough, MA

**Web Developer and Marketing Liaison**, June '00 - December '02

- Collaborated with team members and third-party web design firm to develop award-winning portal to establish TidalWire's role as the storage area networking industry leader
- Developed and maintained company intranet to promote effective communication throughout entire organization
- Designed marketing collateral, datasheets and other sales tools

## Education

**University of Michigan**

Ann Arbor, MI

**Bachelor of Arts**, May '00

- Concentration: Communication Studies; Cognate: Anthropology
- James B. Angell Scholar, Class Honors, University Honors

## Skills

- Microsoft Visio, Office; Adobe InDesign, Photoshop, Image Ready; Axure RP; Mindjet MindManager; Webtrends Web Analytics
- HTML, CSS, ASP.NET, XML, Javascript
- Working knowledge of French and Spanish languages

## Awards

- 2011 Interactive Media Awards Best in Class Award for SunglassHut.com
- 2009 OMMA Web Site Excellence Award & Best in Show for ESPN.com
- 2009 Webby Award & People's Voice Winner for ESPN.com
- 2007 Horizon Interactive Award for Spotfire.com
- 2001 Inc Magazine Web Award for TidalWire.com

## Contact

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