

# MATTHEW OEY

## PRODUCT DESIGNER @ TOYOTA

### PROFESSIONAL SUMMARY

(Colourblind) designer at the intersection of mobility and UX, shaping next generation in-cabin experiences and displays. Background in software, startup, and agency settings now tackling automotive/mobility design with sustainability, ethical design, accessibility, and inclusivity as his ethos.

### SKILLS

#### Design

UX Research, Journey Mapping, UI/Interaction Design, Information Architecture, Wireframing, Prototyping, Usability Testing, Design Systems, UX Strategy

#### Software

Sketch, Figma, InVision, Adobe Creative Suite, HTML, CSS, JavaScript, VS Code, GitHub, Jira

### EDUCATION

#### UNIVERSITY OF CALIFORNIA, SANTA CRUZ

##### BS in Computer Science, Minor in GISES

2016 - 2020

- Dean's Honors List
- Completed multiple computer, design, & social enterprise courses
- Design mentor & member at UCSC's premier UX/UI organization

### AWARDS

#### Silver Award – Digital Marketing (Website Category)

- Contributed to oncology web content at Scripps Health, which won silver award from Health Care Communicators of San Diego

### PROJECTS

#### Universe of Technology - UX/UI Designer

- Website supporting nonprofit tech access & literacy
- Indirectly served 120 users through usability testing
  - Expanded available tech solutions by 300%
  - User testing with 10+ nonprofits
  - Design, logo, branding for site and merchandise

#### ShoutOut - UX/UI Designer

- Providing a platform to help spread gratitude & appreciation to unsung heroes (eg. front-line workers), especially during the COVID-19 crisis

### EXPERIENCE

#### JR > MID PRODUCT DESIGNER

##### Toyota Motor North America (Automotive Manufacturer)

Aug 2021 - Current

- Leading design for next generation in-cabin infotainment for Toyota and Lexus brands
- Collaborating with various suppliers, developers, and product managers to deliver in-car connected vehicle technology and experiences
- Promoted in just over 12 months due to strong performance and organizational impact

#### UX/DIGITAL DESIGNER

##### Workdom (Design Agency)

Aug 2020 - Jul 2021

- Lead and successfully launched 3+ redesigns for entire websites and landing pages through UX, visual design, and strategy
- Increased demo scheduling by 35.6% in 4 months after redesigning and updating client A's homepage
- Boosted lead interest by 5.5x through site redesign and optimization for client B
- Created digital materials/assets and ads to promote products, improve website traffic, and increase conversions

#### EVERETT FELLOW (DESIGN, TECH, PRODUCT)

##### Everett Program (UCSC Social Good/Nonprofit)

Sep 2019 - Sep 2020

- Reduced current site information architecture by 17% to increase information clarity
- Achieved a 76.5% increase in page visits duration within a 45 day span and working closely with developer for QA testing in WordPress
- HCD tech lab instructor for 16 students. Improved design confidence & familiarity by 21% over 4 weeks through introductory design lesson plans & weekly assignments for student project implementation
- Recorded lecture on UXR/UXD for the UC system (280,000 students) and for an in-person 75 student class

#### DESIGN INTERN

##### Canoo (Electric Vehicle Manufacturer)

Jun 2019 - Sep 2019

- Increased customer email newsletter subscriptions by 267% through designing company site in preparation for subscription acquisition & first public unveiling
- Front end development and design of company's new marketing website launch with HTML, CSS, and Javascript (various libraries)
- Cross-collaboration with stakeholders, engineers, product managers, and marketing team to maintain & grow Canoo's online brand identity