

Matthew Luken  
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## **EDUCATION**

Master of Aeronautical Science, Aviation/Aerospace Technical Management, summa cum laude. December, 2001. Embry-Riddle Aeronautical University, Center for Continuing Education, Eagan, Minnesota.

Master of Aeronautical Science, Aeronautical Science Operations, summa cum laude. December, 2001. Embry-Riddle Aeronautical University, Center for Continuing Education, Eagan, Minnesota.

Bachelor of Science, Computer Science with Aviation Applications. December 1991. Embry-Riddle Aeronautical University, Prescott, Arizona.

## **WORK EXPERIENCE**

### **User Experience Consultant, ONE20**

Minneapolis, Minnesota (12/15–5/16)

Consultant contract position leading User Experience for ONE20 mobile application. Coordinating directly with Product Owner to translate requirements into actionable tasks in agile environment using a third party build vendor. Responsible for leading the vendor UX, design and content teams from the parent company's side of the business. Oversee requirements with business analysts and ensure that teams are briefed on how the product should be built. Responsible for final approval of wireframes, designs, JIRA stories and content documentation.

### **Senior User Experience Strategy & Team Leader, Capella University**

Minneapolis, Minnesota (10/14–11/15)

Senior contract position leading the User Experience practice and team for Capella University's Visitor Center and related digital properties including Information Security Blog, Paid Media Landing Pages and Partner Pages. Also led the Experience Strategy for these properties.

- Designed the Area of Study Enhancement Project which introduced circular navigation to key content pages, improved the prospects journey, increased Google relevancy on new keyword searches, improved conversion by removing pain points, changed the paradigm of the website from linear to both a linear & non-linear structure, future-proofed the website's Information Architecture (IA) and Site Plans, and targeted 600,000 additional key word searches per year.
- Increased FlexPath (CU's market leading product) visits 9% YoY with minor tweaks to IA and re-design of the assessment tool strategy which led to a 45% increase in assessments taken, increased the average weekly content visits 34% over the previous weekly average, provided visibility into funnel traction, and resulted in a 31% participation rate – a 91% improvement.
- Increased Paid Media Landing Page CVR +1.8% with minor changes to image context and eye acuity, while in another redesign effort we saw a 40% gain in media efficiency and CVR doubled that of the old design / layout.
- With the implementation design strategy created for the Information Security Blog, created an 80% savings on future showcase websites through re-usable frameworks and

- integrated component methodologies.
- Through an interdisciplinary approach, reduced project estimation and sprint planning effort from days to 20 minutes; producing all necessary epic outlines, base story cards, assignments and estimates for design, UX and copy teams.

Actively supported prototyping, various methodologies of user testing, wire framing, process mapping, user journeys, user testing, digital traffic planning and reporting in both agile and waterfall development life cycles.

**User Experience Strategist and Architect – Optus WOW Rewards Project, Aimia Inc.**  
Sydney, Australia (12/14–4/15)

Contract strategist and architect based in the United States for Aimia-Sydney's client Optus, Australia's second largest telecommunications company. Designed new loyalty website (desktop and mobile) for their WOW Rewards Program. Provided digital strategy on Aimia's Endeavor Platform to the project. Led internal design discussions with the Aimia Sydney-based Design and Client Support teams. Key strategy contributor to Optus' Experience Summit meetings representing Service Design and User Experience disciplines. Designed solutions with communications strategy, digital traffic strategies, customer experience design and digital strategies for their new rewards program.

**User Experience Strategist, Venuefox**  
Des Moines, Iowa (1/15)

Contract User Experience Strategist for Event Planning Startup Venuefox. Hosted strategy session with owners and design team to work through experience design, communications planning, digital traffic planning, customer experiences and digital property strategy. Venuefox is part of the Iowa Startup Excelerator.

**Director User Experience, Aimia Inc.**  
Minneapolis, Minnesota (3/12–10/14)

Led the User Experience practice for Aimia in the US Region, chaired the Aimia Global UX Sub-HUB, provided UX leadership to our global offices, and as part of the Global Product team, designed the Marketer's Loyalty Toolkit and Call Center applications, as well as the member's mobile and traditional website experiences for Aimia's newest global loyalty product - The Aimia Loyalty Platform – valued at over \$165 million.

Within the US Region led a team of three designers responsible for ensuring client's loyalty products, printed pieces and websites were designed to build meaningful relationships through each stage of the customer life cycle; ensuring maximum user interaction, while enabling the development teams to build global products that are engaging, relevant and rewarding through intuitive design, aesthetic appeal and high usability. Actively supported sales concepts, clickable and paper prototypes, wire framing, process mapping, user journeys, user testing and reporting, as well as in-house product development, enhancement, and process improvement in both agile and waterfall development life cycles. Responsible for strategic planning with clients to ensure their digital assets and experiences - mobile, application UI, traditional websites, etc. - were congruent, including moving their assets from stand alone efforts towards common coding and responsively designed products. Also responsible for program implementations onto the regional and global products and their success measurement. Led the efforts to concept, design and

implement program enhancements both within the product constraints and via outside frameworks. US Region PASSION Award winner 2012 and 2013 nominee.

Some of my external client efforts: General Motors, Kellogg's, Verizon, CDW, Delta Air Lines, ANZ Wealth, MYER one, The Hartford, Ameriprise Financial, Audi USA, Ford, Chrysler, Coke UK, Constellation Energy, Allsteel, Coca-Cola, Hallmark, Fidelity Investments, BreedSmart, Carlson Wagonlit Travel, Chase, Oracle, Toyota, BJ's Wholesale Club, BP, Visa, Avis EMEA, Shell, FedEx, Verizon, Michelin, Volkswagen, Walgreens, HSBC Holdings, Kirkland's Home, Land O'Lakes, General Electric, GraceKennedy, Procter & Gamble, Merz Pharma, Avis Budget Unlimited, MGM Resorts, Nature's Bounty, Hilton Hotels & Resorts, Avis NA, BassPro, Schiff Move Free, True Value, Unica, U.S. Cellular, Love's, Nissan, China Southern Airlines, Sprint, Standard Charter Bank, Whirlpool, Pulte Homes, Sam's Club, Signature Flight Support, Aeromexico, Merial, and Subaru.

Some of my internal client efforts: Smart Button, A2K, Fusion, The Mix, Element / Aimia Engagement Platform, Endeavor / Aimia Loyalty Platform, Real Rewards, P11, Self Serve, Micro- & Macro- Space Planner, Nectar UK, Micros POS, Cardlytics, and Cvent.

**Partner & Director of Productivity, Grandpa-George Design & Interactive, G-G Amalgamated, LLP**

Minneapolis, Minnesota (5/07–12/12).

A design firm in Minneapolis, Grandpa-George specialized in interactive and print design, User Centered Interface Design (UCID), self-promotion, social media, search optimization, identity, print, graphic design and usability. Project Manager responsible for project tracking, customer management, reporting, communication and quality assurances. Mega Office Manager (MOM) in charge of running the daily and strategic operations, as well as contracts, records and intern / apprenticeship programs. Grandpa-George was selected for the How Designer Spotlight for February 2011.

**Senior Business Analyst, Delta Air Lines, Incorporated**

Minneapolis, Minnesota (7/07–3/12).

Spearheaded year-long project integrating Delta Air Lines' and Northwest Airlines' Request products – IShop and ServiceNet (TSR). Directly responsible for taking IShop from a 30,000 userbased product for three companies using 86 forms plus 5,000 products to a 164,000 potential user-based request tool for ten companies using 287 forms plus nearly 12,000 products. Cataloged existing processes for both companies across 26 disciplines within the IT Department; authored majority of end-state processes from request to fulfillment. Led 10-person team to deliver an integrated request product that interfaced to HP's Service Manager - a new fulfillment engine. Also responsible for design of training protocols for department on the new fulfillment tool and the training website. Authored and executed project plan for 57 releases over a 32 consecutive-day effort to upgrade the tool's core systems, overhauled forms for new processes, introduction of new forms and processes, as well as wrote the form output to the Service Manager request module.

Led exploratory effort to determine end-state request solution for the new airline; met with industry leading providers and vendors on all available solution paths. Authored recommendation to maintain IShop as the request tool for the new airline, including high-level 2010-2011 implementation plan.

Responsible for maintaining IShop code and processes through 2009, while providing incremental growth with one contract coding staff; managed day-to-day operations and tool release management.

Increased IShop usage 11% for 2008, processed 76% more product related emails than in 2007, and decreased user reported problems by 67% with reduction of 14 full-time workers. Exceeded IShop output goals by 20% for 2007; increased IShop usage 71% over 2006's numbers. Conducted usability study and implemented site redesign to increase customer usage and reduce repeat customer contact for problem resolution and procedural help. As of late November 2007 responsible for IShop 100%.

Responsible for:

- Coordination through entire lifecycle: initiation of concept, requirements gathering, usability, integration and continuity design, usability and compliance testing, postproduction testing and process documentation.
- Evaluated and recommended enhancement and fix prioritization. Translated customer needs into true business requirements that will deliver output that meets all needs of all affected work groups, while reducing costs for the airline through automation and streamlining of services and work flow.
- Created and implemented IShop Quality Watch programs that increased product usability, Help Desk processes, decreased response creation time through a cut-n-paste response system, and enhanced requirements gathering process.

**Senior Analyst, Technology Products and Services, Northwest Airlines, Incorporated,** Minneapolis, Minnesota. (1/01–7/07).

Provided Implementation Services' 24 person team go-to services for all 5 disciplines, in all aspects of internal processes and Information Services' interconnected processes. Responsible for all functions contributing to the success of this team.

- Studied and provided processes for new organizational initiatives within the department; project implementation process, project coordination and project management processes, escalation processes and START program. Diagnosed process problems and immediately implemented solutions for team on cabling process, used PC acquisition and imaging process with tracking, PE kits, etc.
- Conceived, designed, created and implemented processes for the start up of this new team using vendor resources augmenting NWA resources on implementations of over 5 devices within the worldwide operation: Equipment Disposal process, New Station Escalation plan, Project Engineer guide for using local resources, PE Kit processes, Estimating Tool processes, Manager Verification process, Vendor Project Ramp-up services, Vendor Termination / Vendor Conversion-mid-project processes, IS Project Communication plans, Project Visibility standards including Information Wall, Project Websites and Project Communication / Escalation standards, International Hardware Purchasing, etc.
- Created and documented 4.7 gigs (over 7,100 links) of department procedures and processes, incorporating them into a comprehensive, user-friendly and searchable, secure Intranet website.
- Created an automated Estimating Tool for use in creating estimates for corporate-level funding; provided a consistent end product and allowed for compliance with all required sub-components of equipment. Tool allowed for new employees to be trained in minimal time and a single correction point to ensure accuracy.
- Proposed a cost savings initiative involving shipping of computer components that would save nearly \$80,000 in cost, while increasing revenue for Northwest Airlines by over

- \$120,000.
- Implemented a cost savings project involving the decommissioning of unused data circuits. Approximate annual savings attributed were over \$513,000. Additionally, worked with all affected internal organizations to implement long ranges plans for additional savings, created new comprehensive processes and procedures to support this effort and worked with corporate sponsors to recognize all team efforts.

**Infrastructure Project Manager, Technology Products and Services, Northwest Airlines, Incorporated,**  
Minneapolis, Minnesota (7/04–4/05).

Lead Project Manager on Windows 2000 Upgrade Project - Operating System upgrade, hardware standardization and application of Desktop Management to approximately 14,000 North American PCs using a vendor.

- Responsible for all communication and reporting aspects of the project, as well as process engineering.
- Leader of three-person team responsible for all aspects of the project from Request for Funding to vendor selection, project implementation and project close out using only one dedicated NWA contributor.
- Designed all processes and tools needed by NWA and the vendor, including auditing and compliance.

**Infrastructure Project Manager, Technology Products and Services, Northwest Airlines, Incorporated,**  
Minneapolis, Minnesota (1/04–7/04).

Project Manager for AOPEverywhere Project with a budget of \$2.1 Million. Replacement of 1,200 dumb-terminals at customer contact points in 144 domestic and international locations within a 12-week period using a vendor.

- Completed project on time and \$463,000 under-budget, only 9 minutes of flight delay in three Troubles.
- Responsible for all aspects of the project from Request for Funding to vendor selection, project implementation and project close out using only one dedicated NWA contributor.
- Designed, created and implemented all processes and tools needed / used by NWA and the vendor.

Conceived, designed and implemented site survey process designed to allow all information needed to make project decisions to be viewed by multiple sources via an Intranet website; over 7 gigs of data with nearly 15,000 pages. This website met with such success that a project was funded to gather information on the remaining 77 sites NWA served in North America.

**Specialist, Field Services, Northwest Airlines, Incorporated**  
Minneapolis, Minnesota. (11/00–1/01)

Created position to work with Field Services management team on process and procedure development and improvement projects. The position reported as an asset to the entire management team. The objective was to re-engineer processes so that they were consistent and stream-lined throughout the entire department.

- Created survey questionnaires, produced presentations of survey results and designed and executed recommendations of departmental improvements.

- Designed and executed CRM project involving DTW LMO Technical Operations for thesis project.
- Created and instilled department buy-in on several web-page initiatives for the department, from newly created pages to re-engineering of existing, inadequate business solutions.

**Supervisor, Electronic Software Distribution, Northwest Airlines, Incorporated**  
Minneapolis, Minnesota. (9/99–11/00)

Supervised team of 6 technical contributors responsible for Electronic Software Distribution (ESD) of in-house and shrink-wrapped applications. Completed transition of ESD functions from one department to next during reorganization. Solicited IS direction on transitioning ESD from standalone function to a comprehensive unit responsible for desktop management.

- Improved distribution rates from 30.5% to 94.1% success rate through process improvements and standardization practices. Decreased operational impact incidents in excess of 50%.
- Provided growth of responsibility for ESD within the corporate standard.
- Responsible for operational quality enhancements through process and procedure improvements.
- Completed analysis of new technologies in ESD to incorporate into NWA's long-term IS strategy.
- Determined position was not providing necessary value for NWA and worked with Management to reduce the position and reallocate my resources to a newly created, value-producing position for the department.

**Analyst Operations, Northwest Airlines, Incorporated,**  
Minneapolis, Minnesota. (8/96–9/99)

Life Cycle support for Electronic Software Distribution to 4000+ customers within NWA's domestic system using object orientated software. Managed workflow coordination and project management of 5 person team. Daily activities included project planning, design and trouble shooting of delivery methods.

- Version management of more than 28 customer's home-grown and shrink-wrapped applications. Customers included all aspects of NWA's topology from on-line systems to key, front-line production environments in both Push and Pull distribution methods, as well as 24x7 operational areas.

**Software Engineer Specialist, Federal Aviation Administration, Minneapolis Enroute Air Traffic Control Center** [Diversified International Sciences Corporation, Lanham, Maryland]  
Farmington, Minnesota (9/94–8/96)

Developed complete program modification data, including functional specifications, flow charts, software code, test plans, evaluation and implementation procedures for all related documentation. Performed system generations, installations and tests of new releases. Responsible for the understanding and effective utilization of systems documentation and commercial software support systems.

- Life cycle support and maintenance. Analyzed and resolved system problems and complaints.
- Developed, maintained and modified the local computer databases to conform to airspace specifications and enhance system effectiveness.
- Prepared, tested and charted updates for the National Airspace System (NAS). Updated tests and procedures used to validate the NAS Operational System.

## **TEACHING EXPERIENCE**

### **The Art Institutes International Minnesota, Minneapolis, MN**

Minneapolis, Minnesota (4/08–present)

User Centered Interface Design (SP2009, SU2014, WI2015, SU2016)

Usability (FA2015)

Portfolio & Portfolio Prep (SU2015)

Special Projects (WI2015)

Writing for Interactive Design (WI2009, SU2009, SP2010, FA2010, SP2011, SU2011, FA2011, FA2013, FA2014)

Writing for Interactive Design – ground school (WI2009, SU2009, WI2010, SP2010, SU2010, WI2011, SU2011, FA2011, SU2013)

Internship (SU2011, FA2011)

Print Production (SU2008, FA2008, WI2009, FA2009, WI2010, SP2011)

eLearning (SP2016)

Project Management (SP2008)

Fashion Retail Management History I (WI2008)

Introduction to Manufacturing (WI2008)

## **INVITED SPEAKING ENGAGEMENTS**

### **User Experience (UX) Design as part of the Design Lifecycle, University of Minnesota**

St. Paul, Minnesota (February 9, 2016)

Guest lecturer at the University of Minnesota. Presented User Experience (UX) in the Design Lifecycle. Formatted as presentation and in depth discussion, students learned how UX principles, regardless of their degree major, are used solve design problems.

### **User Experience (UX) Design, University of Minnesota**

St. Paul, Minnesota (October 5, 2015)

Guest lecturer at the University of Minnesota presenting User Experience (UX) Design - a presentation about User Experience Design, industry terminology, why UX is important, UX success stories, and examples (both good and bad) of UX in today's world. This presentation allowed for an in depth discussion about how students can use UX principles, regardless of their degree major, to solve design problems.

### **User Experience Design: A Round Table Discussion with Matthew Luken, America Advertising Federation**

Lincoln, Nebraska (August 21, 2014)

The American Advertising Federation's Lincoln, Nebraska chapter requested a brief presentation about User Experience Design, why UX is important, and examples (both good and bad) of UX in

today's world. This presentation was followed by a round table discussion led by the audience to allow for more in depth interaction about their current challenges and/or to explore UX topics in more detail or more relevance to their industry or position.

**Student Portfolios – A Discussion with Industry Leaders, AIGA Minnesota**

Minneapolis, MN (July 2013)

Master of Ceremonies.

Led a Q&A and panel of local industry leaders discussing the value and importance of student portfolios, what they look for in student portfolios and how they use them as part of the hiring process. This was an AIGA Minnesota Education Committee event.

**Leveraging User Experience Design: Putting Users Back at the Center of What We Do, American Advertising Federation**

Des Moines, Iowa (September 2012)

User Experience is receiving lots of press lately, but what is UX and how do we put users back at the center of our products and experiences? Learn how users interact with what you are making, why they do things with purpose and how the things you are designing can benefit from user experience designers.

**Responsive and Mobile Design: Design Camp 2011, AIGA Minnesota**

Nisswa, MN (September 30–October 2, 2011)

Presented with Douglas Brull & Brad Olson.

Users now expect a design that works and is intuitive for both an iPhone and a 30-inch monitor—and everywhere in between. Through responsive-design and mobile-design websites, you'll discover how design can work well for different users regardless of the technology they are using.

**Coming Out of Hi-BearNation: Creation of an ecommerce Company in 5 weeks with Interns and Apprentices - Creative Bloc Conference 2011, American Advertising Federation**

Cedar Rapids – Iowa City (April 14, 2011).

Presented with Douglas Brull and Derrin Evers.

Grandpa-George shared a case study on Hi-BearNation. Its staff of interns was tasked to create everything an eCommerce company—Hi-BearNation.com—would need in just 5 weeks! This effort proved to be the best apprenticeship model Grandpa-George has run so far.

**Internships: Making it Awesome! - PIVOT, AIGD – Student Chapter.**

Minneapolis, Minnesota (July 24, 2010)

Presented with Douglas Brull and Derrin Evers.

Grandpa-George Design and Interactive presented a lecture about how to make the most of an internship with a design firm to the AIGA Minnesota student chapter(s).

**PROFESSIONAL COMMITTEES**

**Education Committee, AIGA Minnesota**

Minneapolis, MN (July 2012–December 2013)

As an active member of the Education Committee we assisted students in their understanding of the design community and AIGA. Worked closely with the Student Representative and Education Committee Director on planning and executing student-related activities and programming to assist design students and faculty. Current activities include Faculty Socials and Forums, Portfolio 1:1 Scholarships, Pivot and D.I.R.T. Events.



## **TECHNICAL EXPERIENCE**

User Experience, Service Design, Digital Strategy, Customer Experience, Agile and Waterfall Development, Web Project Management, Process Development, Process Optimization, Project Delivery, Process Mapping, ITIL Certified.

Balsamiq, OmniGraffle, Version One, Visio, POP, Marvel, Axure, iRise, Trello, Basecamp, Adobe Experience Manager (AEM), Microsoft Office, MS Project, HP Service Manager, FrontPage, EDM (Enterprise Desktop Manager by Novadigm MVS), Access, PCAnywhere, HP Service Manager, InfoMan, ChangeMan, LotusNotes, MVS, VM, ISPF/PDF, NAS Monitor.

HTML, REXX, IBM JCL, JOVIAL, IBM 370 BAL, C, Pascal, Assembly, Basic, Fortran, Cobol, Ada, LISP, SQL.

MAC, PC, IBM 3020, Prime 2250, HP3000, IBM PCS.

## **AWARDS**

(2013) PASSION Award Nominee, Aimia US Region

(2012) PASSION Award, Aimia US Region

(October 2011) Soar Award - Gaining Altitude Program, Delta Air Lines

(September 2011) One Inch, One Night Stand; juried art show. Minneapolis Photo Center, Minneapolis, Minnesota

(February 2011) How Designer Spotlight – Grandpa-George Design and Interactive

(2005–2011) ASSIST Go Team Response, Northwest Airlines

(2005) Certified Flight Attendant, Federal Aviation Administration

(2004) Team Excellence Award, Northwest Airlines

(2001) ITIL Black Belt Certification

(1987) Silver Congressional Award, District Representative, The Honorable Edward J. Markey

(1986) Eagle Scout Award, Boy Scouts of America

## **PROFESSIONAL MEMBERSHIPS**

AIGA, the professional association for design

Minnesota Interactive Marketing Association

American Advertising Federation - Minnesota

ItSMF USA