

Matthew J. Luken

hello@matthewluken.com | (612) 382-6836 | matthewluken.com

WORK EXPERIENCE:

Adjunct Faculty, The Art Institutes International Minnesota,

Minneapolis, Minnesota (4/08–present).

Adjunct Faculty in Web Design Interactive Media (WDIM) and Graphic Design Departments. My students report making substantial progress on their essential learning objectives for my classes (4.4/5), my teaching methods are nearly always effective (4.3/5), and generally report my teaching methods to be stimulating and relevant (4.2/5) based on 2014 and 2015 reporting periods combined. Responsible for:

Writing for Interactive Media Design (IMD)	Usability
User Centered Interface Design (UCID)	Portfolio Prep
Portfolio	eLearning
Production Team	Special Topics
Project Management (PM)	Print Production

User Experience Consultant, ONE20

Chanhassen, 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.

Director User Experience, Aimia, Incorporated

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 165 brand/client efforts: General Motors, Kellogg's, Verizon, CDW, Delta Air Lines, ANZ Wealth, MYER one, The Hartford, Ford, Coca-Cola, Hallmark, Oracle, Toyota, Visa, Shell, FedEx, Verizon, Michelin, Procter & Gamble, Schiff Move Free, Love's, Nissan, Sprint, Standard Charter Bank, Aeromexico, Merial, and Subaru.

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. Mentor of 65+ apprentices in User Experience, Web Development and small business development. 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 Feb. 2011.

Senior Business Analyst, Delta Air Lines, Incorporated,

Minneapolis, Minnesota (7/07–3/12).

Spearheaded project integrating Delta Air Lines' and Northwest Airlines' Request products – IShop and ServiceNet (TSR) with HP Service Manager Request for fulfillment. Directly responsible for taking IShop from a 30,000 user-based product for three companies using 86 forms plus 5,000 products to a 196,000+ 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. 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:

- Coordination through entire lifecycle: initiation of concept, requirements gathering, usability, integration and continuity design, usability and compliance testing, post-production testing and process documentation.
- Translated customer needs into true business requirements that met all needs of all affected work groups, while reducing costs for the airline through automation and streamlining of services and work flow.

EDUCATION:

Master of Aeronautical Science, Aviation/Aerospace Technical Management, December, 2001 with honors.
Embry-Riddle Aeronautical University, Center for Continuing Education, Eagan, Minnesota; GPA: 4.0.

Master of Aeronautical Science, Aviation/Aerospace Operations, December, 2001 with honors.
Embry-Riddle Aeronautical University, Center for Continuing Education, Eagan, Minnesota; GPA: 4.0.

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

TECHNOLOGY:

Balsamiq, OmniGraffle, AEM, Visio, Version One, POP, Marvel, Axure, iRise, Trello, Basecamp, Microsoft Office, MS Project, HP Service Manager, FrontPage, EDM (Enterprise Desktop Manager by Novadigm MVS), Access, PCAnywhere, HP Service Manager, InfoMan, ChangeMan, MVS, VM, ISPF/PDF, NAS Monitor. User Experience, Service Design, Customer Experience, Agile and Waterfall Development, Web Project Management, Process Development, Process Optimization, Project Delivery, Process Mapping, ITIL Certified. HTML, REXX, IBM JCL, JOVIAL, IBM 370 BAL, C, Pascal, Assembly, Basic, Fortran, Cobol, Ada, LISP, SQL

HONORS:

(2013) PASSION Award Nominee, Aimia US Region
(2012) PASSION Award, Aimia US Region
(October 2011) Soar Award - Gaining Altitude Program, Delta Air Lines
(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
(1987) Silver Congressional Award, District Representative, The Honorable Edward J. Markey
(1986) Eagle Scout Award, Boy Scouts of America

ADDITIONAL INFORMATION:

Digital User Experience portfolio, work examples and full CV: matthewluken.com
More detailed work history: www.linkedin.com/in/matthewluken