

# MATTHEW G. HOLMES

85 Clifton St. Unit 2 Cambridge, MA 02140 | (508) 410-2574 | [matt@matthewgholmes.com](mailto:matt@matthewgholmes.com)

*A **passionate, motivated, and experienced** Web designer who believes in user-goal driven information architecture and usability while evangelizing standards-based design and development*

## QUALIFICATIONS

- Six years of experience designing and developing with Web standards;
- Expert knowledge of XHTML and CSS;
- Experience following Web accessibility rules and guidelines (Section 508 compliancy; WCAG);
- Experience developing social networking and content aggregation tools (blogs, podcasts, RSS feeds, etc.);
- Experience developing information architecture and usability strategies;
- Experience developing use cases, requirements, wire frames, and design compositions;
- Collaborates successfully on projects with multiple stakeholders and requirements;
- Works successfully in a deadline-driven environment;

## PORTFOLIO

[www.matthewgholmes.com](http://www.matthewgholmes.com)

## PROFESSIONAL EXPERIENCE

### **Web/UI Designer**

*SimpleTuition Inc., Newton, MA — February 2009 to Present*

- Participates in the development of web applications for the student loan, mortgage, and financial industries;
- Supports the marketing team by designing and developing E-mail campaigns, advertisements, SEO landing pages, and branding strategies;
- Supports internal product development team with design and development services;

### **Web Designer**

*Boston Logic Technology Partners Inc., Boston, MA — June 2008 to January 2009*

- Lead designer on minor to major projects; designed and developed real estate Web sites with a focus on SEO optimization and lead generation;
- Produced information architecture, usability, and design strategies for clients;
- Developed branding solutions and logo designs for clients;

### **Designer, PBS.org**

*Public Broadcasting Service (PBS), Arlington, VA — 2004 to 2008*

- Lead designer on minor to major projects;
- Provided recommendations and assistance for internal staff and PBS member stations about Web design, visual design, usability, and information architecture;
- Participated in the design, production, and implementation of PBS.org; one of the most highly trafficked dot-org sites in the world, and winner of the 2004 Webby Award for Best Television Web site;
- Participated in the design, production, and implementation of the PBS “Save Your Nights” Web site which promoted the national tune-in of PBS’ six icon series (*Nature, Masterpiece Theatre, Antiques Roadshow, American Experience, NOVA, and FRONTLINE*) through the use of Web video; designed and developed a Web video-based “Save Your Nights” module for PBS station Web sites; The “Save Your Nights” site and

- module were successful at increasing the viewership of PBS' primetime programming; collaborated with multiple departments within PBS, outside producers, and stations; lead designer on project;
- Participated in the design, production, and implementation of PBS' World War II portal Web site which supported the airing of *THE WAR: A film by Ken Burns*;
  - Participated in the design and development of an e-commerce integration within PBS.org TV schedules and search; search solution was developed in 3 weeks and resulted in a 3x increase in referral traffic and net revenue; produced strategy for integrating e-commerce solutions into PBS.org TV schedules system;
  - Participated in the design and development of a new system-wide TV schedule service for PBS.org, including customizable schedule modules syndicated to over 95 public television stations;
  - Designed and developed a Web site prototype for smaller PBS producers; developed templates used in the creation of companion Web sites on PBS.org; participated in the strategy/information architecture and produced supporting documentation; lead designer on project;
  - Designed and developed a best practices Web site based on documentation outlining the guidelines and rules for Web standards-based design; Researched and produced a white paper for PBS Interactive on Web standards and associated implementation methods; lead designer on project;
  - Designed and developed a Web site prototype for PBS member stations nationwide; provided stations with a comprehensive set of templates and modules for building their own site with the PBS branding package; developed the implementation documentation as part of the best practices guidelines; lead designer on project;

### **Multimedia Designer**

*Office of Information Technologies, Academic Computing  
University of Massachusetts Amherst, Amherst, MA — 1999 to 2004*

- Designed, produced, and maintained official university Web sites;
- Worked with the university to enhance their image in both online and print media;
- Generated innovative design solutions for university marketing materials and promotional publications;
- Trained and assisted students, faculty, and staff members in multimedia application workshops;

### **EDUCATION, TRAINING & AWARDS**

B.A., Economics (Business minor), University of Massachusetts Amherst — 2003

- Graduated Cum Laude;
- Dean's List — 1999 to 2003;
- Nominated for the Gerald F. Scanlon Student Employee of the Year Award;
- Future of Web Design 2007, Carsonified, New York City, NY;
- User Experience Week 2005, Adaptive Path, Washington, DC;
- Adobe Flash CS3: Rich Content Creation, Figleaf, Washington, DC;
- Fundamentals of JavaScript: DOM Scripting, Westlake Training, Washington, DC;

### **SOFTWARE SKILLS**

Expert Knowledge: Photoshop, Illustrator, Fireworks, Dreamweaver, MS Office;

Working Knowledge: Flash, InDesign, Acrobat, QuarkXPress;

### **DEVELOPMENT LANGUAGES/SYSTEMS SKILLS**

Expert Knowledge: XHTML/HTML, CSS (hand-coded, no WYSIWYG);

Working Knowledge: jQuery, JavaScript, PHP, Ruby on Rails, Velocity, XML, XSL;

Blogging/CMS: Moveable Type, WordPress, bbPress;

Web Statistics: Google Analytics;

Operating/File Systems: Mac OS X, Windows, SVN;