Matt Beauchamp Buck   **Senior UX Designer**

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Creative team builder | Highly experienced optimist | Vision and execution focused

Senior UX Designer with 13+ years of experience shaping user experiences through clear, impactful communication and design. Skilled in aligning language and interaction to user needs, driving coherent content strategies, and building tools that help teams work smarter. Focusing on making complex systems feel simple through both interface and the words that guide users.

Design Leadership	**Technical Expertise**
- Design Systems & DesignOps	- Figma & Adobe Creative Suite
- Remote team leadership	- Information architecture
- Workshop facilitation	- Interactive prototyping
- Design sprint leadership	- Data visualisation
- Strategic planning & execution	- WCAG/Accessibility Standards

Methodologies	**UX Writing & Content Strategy**
- Agile/Scrum	- Microcopy design for interfaces and alerts
- UCD (User Centered Design)	- Voice & tone alignment with brand and user context
- Service design	- Information hierarchy & content structuring
- Design thinking	- Content design for dashboards, forms, and onboarding
- Mentoring and design coaching	- Workshop facilitation for messaging
- Assessment writing and scoring	- Documentation for design specifications

Key outcomes

65% reduction in time to complete energy reporting tasks after UX overhaul.
- With energy tracking abilities falling by the wayside we uncovered new ways to track consumption and reporting.

53% fewer drop offs in the reporting of a fault process once started.
- Led complete overhaul of the process for both creation of the ticket submitting system, and the system that creates them.

35+ workshops and design reviews led
- Focused on user empathy, creative thinking, and problem framing.

1426 fewer Design System elements
- Reduced design system bloat by consolidated redundant components and replacing them with scalable, reusable patterns.

ACCRUENT *(10/2018 – 12/2024) Senior & Lead UX Designer* - Hoofddorp office, Austin,TX HQ Enterprise, B2B, B2C. Enterprise software for managing everything from preventative maintenance to dissecting energy usage with more than 100,000 users worldwide across all industries from higher education to the pharmaceutical manufacturing.

Design Leadership & Team Development
- Mentored designers to evolve from tactical to strategic thinking, helping them prioritise product-level impact over individual page designs
- Developed a framework that enabled designers to balance current trends with long-term product vision and user needs
- Established comprehensive design processes that aligned individual creative strengths with business objectives
- Drove cross-functional collaboration by creating clear requirements and specifications that connected design decisions to business outcomes
- Shaped microcopy for real-time alerts, dashboards, and reports to ensure clarity and actionability

Strategic Design Direction
- Led design strategy across multiple products including AOEM, Meridian & VX Suite
- Created systematic approaches to gathering and implementing user feedback through intensive and regular Voice of Customer initiatives
- Established monthly Design Reviews that elevated design thinking across the organisation
- Partnered with product and engineering to scope and plan roadmap initiatives, allocate design resources, and align project delivery with user feedback and business priorities.
- Shaped microcopy for real-time alerts, dashboards, and reports to ensure clarity and actionability

VAN KESSEL CREATIVITY INDEX Co-founder (01/2024 - Present) - Amsterdam
Building a tool that helps teams work better by understanding how different people solve problems. Working with universities and organisations like NYC's Metropolitan Transportation Authority to prove that when teams understand each other's problem-solving styles, everyone works better.

- Developed a creativity assessment framework that quantifies team problem-solving strengths, with pilots underway across academic and enterprise teams.
- Developed the assessment that identifies four distinct creative problem-solving styles
- Developing open-source creativity assessment framework and workshop methodology
- Leading design strategy for assessment tools and workshop materials
- Collaborating with designers, academics, and business specialists to refine framework

MASS NORTH *(2017 - 2018) UX/UI Designer* - Amsterdam, Netherlands
- Designed and built AR environments for Monaco tourism and property development

BUSINESS KNOWLEDGE LIMITED *(2014 - 2018) UX/UI Designer* - Wellington, NZ & Amsterdam
- 'Streamlining' technical system designer. Optimisation is the key word.

WETA DIGITAL *(2012 - 2014) Layout Assistant Technical Director* - Wellington, NZ
- Managed costume system for 10,000+ digital assets across 5 departments
- Reduced costume tracking errors by 80% through improved systems
- Cut digital costume assignment time by 40% through optimised digital workflows

BUSINESS KNOWLEDGE LIMITED *(2007 - 2012) UX/UI Designer* - Wellington, NZ
- Accountancy software design.

EDUCATION
SUE Behavioural Design Academy (2018)
Massey University, School of Design (2004 - 2006)
Foundation Certificate in Design / Advertising Design