

MATT RIFE
Austin, TX
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PROFESSIONAL EXPERIENCE

Online & Print Communication

User experience (UX) designer for the Texas Foundation School Program (FSP) online system. Works with customers and developers to design efficient, usable application and screen designs. The system is used by approximately 3000 people in more than 1200 school districts and charter schools throughout the state.

Member of the Texas Education Agency user interface standards task force. Develops interface standards for all agency Web applications and creates rapid prototyping tools using Adobe Fireworks and Dreamweaver.

Produced the brochure for Austin Green Art's PARK(ing) Day 2008. The brochure included information about the event and sponsors and a map of event locations.

Maintained Web site for the Lewy Body Dementia Association, a national nonprofit organization. Added several features including a blog, forums and chat while revamping HTML code for better standards compliance and maintainability.

Performed layout and pre-production for the quarterly Lewy Body Dementia Association newsletter. The newsletter is distributed in print and online versions to more than 2500 caregivers, medical professionals and family members of LBD patients.

Completed comprehensive print and signage project for the Austin Nature and Science Center. Products included new visitor brochure, park maps, directional signs and identity. Park employees report a much smoother visitor experience as a result of the new materials.

Designed white paper template for Austin-based technology firm on a five-day deadline; template exceeded customer expectations without revision.

Created advertising campaign, including concept development, for Austin-based Scribe, The Writer's Studio. Materials included the company logo, bookmarks, magazine and newsletter ads and business cards. Managed and executed all aspects of the project, including photography, copywriting, layout and production.

Contributing writer for local publications, including *austinwoman*, *Austin Business Journal* and *Builder/Architect*. Has written articles on a wide range of topics including medicine, business, architecture, education, construction and local attractions.

Designed and produced Web site and print materials for Austin Yoga Therapy. Hired and managed illustrator, wrote copy and created layouts for business cards and full-color brochures and managed production.

Event photographer for Austin Found Citywide Treasure Hunt. Designed T-shirt for 2006 event on a four-day deadline; shirt was distributed to more than 200 participants and volunteers. Design was well received by event managers and participants alike.

Created holiday 2006 cards for OpenSky Research. Selected typeface and layout to complement client-provided image and formatted for e-mail distribution.

Software Requirements and Business Analysis

Gathers, and documents software requirements for the Texas Foundation School Program (FSP) application. The system disburses more than \$19 billion annually to more than 1200 public school districts and charter schools throughout Texas.

Designs complex user interfaces for the FSP system. Prepares functional prototypes using Adobe Fireworks for review by business partners and oversees developer implementation and testing.

Analyzed business processes and conducted risk assessment for the Texas Education Agency Division of State Funding, which managed the FSP system. Documented manual and online processes, identified risks and suggested mitigation strategies; presented findings to the Deputy Associate Commissioner for School Finance and TEA audit division.

Converted traditional online help for a major Dell supply chain system to XHTML/CSS, improving maintainability and eliminating the need to purchase a \$1000 help tool.

Developed Web site and course materials for a new software life cycle phase. Trained nearly 100 business and I/T staff members, resulting in improved efficiency and shortened project durations.

I/T Systems Engineering & Administration

Engineered and supported Dell's global application-to-application (A2A) messaging infrastructure of more than 150 servers, enabling data transfer among internal business divisions and external trading partners.

Led corporate effort to upgrade all of Dell's internal Web and content staging servers to new hardware and operating systems.

Team lead; made operational and policy decisions, led staff meetings and assigned work to team members. Ensured that assigned tasks were completed & resolved issues as necessary.

Collaborated with other services (U.S. Navy, Marines, Army, and Royal Canadian Air Force) to ensure successful system operation and effective results during military exercises.

Training

Certified USAF instructor; successfully completed intensive 28 week program in instructional methodologies & techniques.

Responsible for training, supervision, and welfare of up to 50 USAF recruits at a time.

Followed standard training plans to present information in variety of formats.

EMPLOYMENT HISTORY

August 2006 – Present	Business Analyst & UI Designer	Texas Education Agency
May 1999 – August 2006	Systems Engineer/Business Analyst	Dell Inc.
May 1991 – May 1999	Systems Administrator/Instructor	U.S. Air Force

EDUCATION

Graphic design B.A. at St. Edward's University, 2006-2010 (projected).

ACTIVITIES AND AWARDS

American Mensa

AIGA, The Professional Association for Design

TECHNICAL SKILLS

Windows XP, Mac OS X, Dreamweaver, Photoshop, Illustrator, InDesign, Acrobat, Fireworks, Flash, CSS, HTML/XHTML, digital & film photography, technical and editorial writing.

PORTFOLIO AND REFERENCES

Online portfolio is available at <http://www.mattrife.com>, references are available on request.