

Matt Dobson

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EXPERIENCE

NOVEMBER 2015 - PRESENT

HUMANA - DIGITAL EXPERIENCE CENTER

PRODUCT DESIGNER

Product design lead at Humana's internal technology incubator and accelerator. Responsible for all aspects of product design including research, prototyping, visual design, and information architecture. Additionally, I serve as consultant and educator, advocating for human-centered design within Humana's technology organization.

- Facilitate and lead cross-functional teams through discovery and ideation workshops
- Led initiative for development an internal website for Humana associates to document and share user research.
- Created an online toolkit using videos and succinct instructions to introduce technology teams to human-centered design.
- Led redesign of the dashboard of Humana's secure member site.

MARCH 2012 - NOVEMBER 2015

POWER CREATIVE

ART DIRECTOR

Concept and creation of advertising and interactive experiences for a wide variety of local and national clients. Created multi-channel work across a range of media from web, digital and interactive experiences to print, video, and social media.

- Horizon Interaction Awards - Best in Category for social media campaign for Lennox HVAC.
- Judge's Choice Award from Louisville Ad Federation for March of Dimes campaign.

JULY 2011 - AUGUST 2013

THE LOUISVILLE PAPER

FOUNDER/CREATIVE DIRECTOR

The Paper was an independent publication I founded where I served many roles including creative director, designer, and publisher. It was a monthly magazine dedicated to celebrating all the good things happening in Louisville, with a strong focus on arts, culture, and social activism.

SEPTEMBER 2006- DECEMBER 2010

ACTORS THEATRE OF LOUISVILLE

GRAPHIC DESIGNER

Created all of the theatre's external communications and advertising. I expanded the scope of the position to include creative work that had previously been delegated to an outside agency.

- Co-produced The Late Seating at Actors, a late-night alternative programming series featuring new work by local artists across disciplines in four annual installments. The series ran for five great years and featured more than 150 local artists.

EDUCATION

1997- 2002

BALL STATE UNIVERSITY

B.F.A. Fine Arts: Printmaking

COMMUNITY

IXDA - ORGANIZER

For the last year I have been a part of a small group that organizes UX meetups and other events for the Louisville chapter of the IxDA.

MWUX 2016 - PROGRAMMING CHAIR

I was a part of the team of volunteers that organized the 2016 Midwest UX Conference.

LGDA - BOARD MEMBER AND PRESIDENT

I served on the board of the Louisville Graphic Design Association for 5 years and was the president in 2012.

ACCOLADES

I have received many awards and accolades for my work. I've received awards from a wide range of groups including Louisville Graphic Design Association, the Society for Professional Journalism and the Traverse Awards from the Kentucky Travel Industry Association. I was honored to receive a Judge's Choice Award in the 2014 Louisville Advertising Federation's Louie Awards. In 2015, a campaign I directed was recognized as best in category for social media in the Horizon Interactive Awards.