

Matti Hicks

<https://mattihicks.com>

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Employment

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|-------------------|---|
| 7/2022 – current | Backbase
Senior UX Researcher
Amsterdam, The Netherlands

Leading UX research across Retail Banking and Wealth. |
| 5/2019 – 06/2022 | Credit Suisse
Senior User Researcher
Zürich, Switzerland

Led user research to improve digital products across all divisions within the global bank. Mentored and co-managed the UX Lab. |
| 9/2016 – 3/2019 | EF Education First
UX Researcher
Lucerne, Switzerland

Led international research on the product team responsible for transforming the digital future of the global education company. |
| 3/2013 – 08/2016 | Novartis
Senior UX Researcher
Basel, Switzerland

Led the research and design of social technology products within an institute focused on drug discovery. |
| 09/2012 – 02/2013 | Moving to Switzerland, World Health Organization
Writer
Geneva, Switzerland

Moved to Switzerland and shortly thereafter started writing, editing, and finalizing communications material to the Member States of the United Nations. |
| 03/2010 – 08/2012 | Midwife's Ultrasound, Bill & Melinda Gates-sponsored project
UX Researcher and Designer
Seattle, Washington

Researched for and designed an ultrasound device UI for midwives in developing regions, specifically for those working in remote villages. Publications: http://mattihicks.com/ultrasound-work/ |

Education

08/2012 University of Washington, Seattle, Washington, USA
Bachelor of Science, Informatics: Human-Computer Interaction
Bachelor of Arts, Comparative History of Ideas with Honors
3.91/4.00 scale Grade Point Average, *summa cum laude*
2012 Faculty Award for Student Excellence in Informatics
Member of Phi Beta Kappa

Skills

Research methods: In-depth interviewing, contextual inquiry, usability testing, secondary research, surveys, user journeys, expert reviews, personas, design sprints

Activities: mentoring, workshops, roadmap co-planning, presenting to executive boards, senior stakeholder management

Technology: Qualtrics, Typeform, Optimal Workshop, UserTesting.com, Intercom, Sketch, Invision, Miro, Mural, Trello, Airtable, Zeplin

Languages: English (native), Dutch (B2), German (B2)