

# Matthew Gardner

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**[OBJECTIVE]** *A full-time or contract-to-hire position applying design research and methodology and business management principals to the strategic planning and development of user-centered value offerings.*

## [EDUCATION]

### **Institute of Design, IIT**

**(MAY 2009)**

*Master of Design*

Emphases: Design Planning, Human Factors, User-centered Research and Analysis

### **Stuart Graduate School of Business, IIT**

**(EXPECTED DECEMBER 2009)**

*Master of Business Admin. Candidate*

Emphases: Entrepreneurialism, Strategy, Innovation

### **Brigham Young University**

**(APRIL 2005)**

*Bachelor of Arts, English*

Emphases: Writing, Editing, Publishing

## [EXPERIENCE]

### **McDonald's Corporation, Oak Brook, IL (MAY 2009-PRESENT)**

*Customer Experience/Service Design Intern.* Conduct research and analysis leading to a drive through order typology and order taker scripting concepts to ease stresses customers feel when using the drive through. Lead research to test concepts with customers, including participant recruitment, protocol development, and interviewing. Manage projects to improve customer experience, and advocate improvements to management.

### **Design Research Conference 2008, Chicago, IL (2007-2008)**

*Co-chair.* Set the strategy for and managed the year-long preparations for the student-run conference. Oversaw budgeting, content development, speaker recruiting, marketing, hospitality, and operations. Conference brought together eighteen speakers and almost 300 attendees from both industry and academia.

### **Steelcase Foundation, Grand Rapids, MI (SUMMER 2008)**

*Intern.* Conducted and analyzed research to understand Grand Rapids community leaders' perspectives on education in Grand Rapids. Developed insights based on research with students, teachers, and other community members to expand the perspective on education. Presented a portfolio of opportunity areas for improving the local educational environment.

### **Association for Career and Technical Education, Alexandria, VA (2005-07)**

*Senior Graphic Designer.* Designed and laid out print material for the Association. Produced eight issues of 64-page association magazine per year. Designed and produced advertisements, flyers, logos, brochures, forms, and postcards. *Awards:* 2008 Apex Award for Excellence, 2008 Hermes Creative Awards Gold Winner.

## [PROJECTS]

### **Physical Education and Wellness Strategy for UC—Woodlawn (SPRING 2009)**

Developed strategies to give students more ownership over PE and wellness experience at a South Side Chicago high school that does not have its own PE facility.

### **Boeing /Teague, Hygiene and the Aging Population (FALL 2008)**

Based on user research, developed a set of design principles and frameworks to direct product designers in accommodating the needs of hygiene-sensitive, aging individuals. Developed a business case for the design principles.

### **ChipotleInsights, A Wiki for Communicating Research in a Corporate Environment (FALL 2008)**

After analysis of research data, organized themes, extrapolated insights, and created a Wiki meant for collaborative use by pseudoclient Chipotle and research/analysis team. Project focused on experimenting with and developing compelling and enduring methods for communicating research findings to a corporate client.

### **City of Chicago, City Services for the Spanish Population in Chicago's Little Village (SPRING 2008)**

Conducted observations and interviews with residents to inform concepts for how the City of Chicago social services can better serve that population. Project emphasized prototyping concepts and conducting user evaluation.

## [SKILLS]

User centered research  
Development of research methods  
Research analysis  
Visual communication  
Writing and editing  
Project management

## [SOFTWARE]

InDesign  
Photoshop  
Illustrator  
Word  
Excel

## [EXTRACURRICULAR]

Staff writer, *New Idiom*, ID student newsletter  
Rider and fundraiser, [pledgemyride.com](http://pledgemyride.com)

\* References and project details available upon request.