

Hello there. I'm **Matt Amyot**, an Experience Designer from Boston.

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Born AI *Lead Experience Designer*

10.2017 – 07.2018

When an opportunity to sink my teeth into AI-focused experience design emerged with a familiar scrappy crew—I couldn't pass it up. Character design, conversational UX, and engaging experiences were at the core of our ethos and offerings. We aimed to help clients get ahead of their inevitable digital ecosystem shifts as branded AI agents become prevalent.

Artificial Intelligence Experience

Digitas *Associate Director, Experience Design*

05.2015 – 10.2017

The 'Digital Products & Services' practice at Digitas was gaining momentum when I joined. This opportunity included duties such as managing young designers, mentoring, teaching, designing for big brands, prototyping, and helping implement a modified version of the design sprint process for the big agency model. I was able to make a huge impact.

Bank of America, Gore-Tex, Baskin-Robbins, CVS, Veritas Genetics, DentaQuest

Big-Agency History

CustomMade *Creative Lead*

07.2013 – 05.2015

I had wanted to try putting my skills to use in a truly agile and dynamic startup environment. CustomMade was a great opportunity, and they were funded in part by Google Ventures at the time. I learned a ton, got ultra scrappy, managed a few people, and got to live through the Google Design Sprint process first hand (directly with Jake Knapp, no less).

Startup Expertise

Weymouth Design *Art Director, Digital Media*

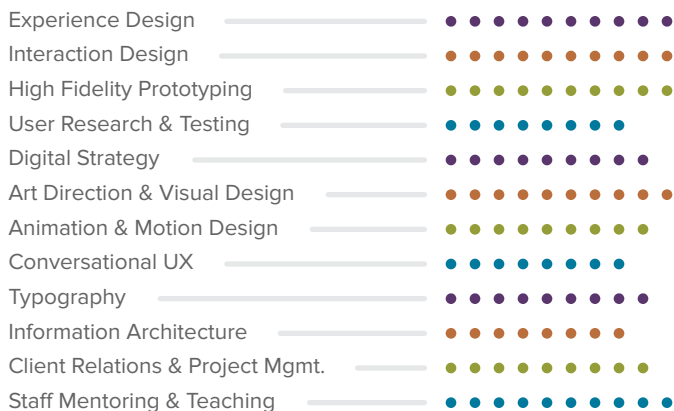
01.2005 – 06.2013

In my early career I joined the ranks at 'WD' with a tiny award-winning team. In this sink-or-swim type of small-agency environment, you had to get your hands dirty with every role and every aspect of the design process in order to succeed. Visual design, UX, leading projects, client relations, prototyping, coding, and growing the team were all part of the gig.

Wrigley, Netgear, Jordan's Furniture, Eloqua, First Act Guitars, NYU Medical Center, Brooklyn Law School, Bridgewater State University, Harvard, RSA Security, Genzyme, National Cancer Institute

Boutique Agency Background

Professional Skills



Tech. Proficiency

Sketch
Adobe Creative Suite
HTML / CSS / JavaScript
Version Control (Git, SVN)

Designer Who Codes

Education

Graduated 2003:
Northeastern University
Bachelor of Science,
Cum Laude,
Visual Arts & Design