VISUAL COMMUNICATIONS **DISPLAY & TOUCH DESIGN**

INTERFACE DEVELOPMENT

PRODUCT COMMERCIALIZATION

SOLVING HARD COMPLEX ISSUES

LAUNCHING PRODUCTS AFFODABLY

CREATING A CULTURE OF EXCELLENCE

CREATING EXCEPTIONAL PRODUCTS

EVANGALIZING DESIGN & STRATEGY

MODERNIZING TECHNOLOGY

RALLYING TEAMS TO EXCEL

REMOVING ROADBLOCKS

LEAD BY EXAMPLE

HUMAN FACTORS (HCI)

PRODUCT MANAGEMENT

PRODUCT STRATEGY MARKETING/LEAD GEN

DATA VISUALIZATION

TEAM BUILDING/MGT

RESEARCH & DEVELOPMENT

MARKET STRATEGY

DEVELOPMENT

UX DESIGN

512.806.5011

"DAVE, I AM PUTTING MYSELF TO

ENTITY CAN EVER HOPE TO DO."

5Y

THE FULLEST POSSIBLE USE, WHICH IS ALL I THINK THAT ANY CONSCIOUS

10Y

→ 13

20+

> 18

18

16

MATT@MJWALTON.COM EMAIL

MATT WALTON

I AM AN INNOVATIVE AND CONCEPTUAL PRODUCT STRATEGIST AND UX DESIGNER WITH 20+ YEARS EXPERIENCE CREATING COMPELLING PRODUCT APPLICATIONS FOR DESKTOP, THE WEB AND MOBILE PLATFORMS ACROSS MULTIPLE INDUSTRIES. I HAVE A KEEN ABILITY TO DISSECT AND ARTICULATE ANY CLIENT'S PRODUCT PAIN POINTS AND THE UNMATCHED SKILLS TO DELIVER A COMPREHENSIVE AND BEAUTIFUL SOLUTION. ONE THAT IS ENHANCED BY MY PASSION FOR USABILITY SIMPLICITY AND DESIGN DETAIL. I AM FLUENT IN FINANCE, SALES, MARKETING, PRODUCT, DEVELOPMENT, AS WELL AS DEALING WITH CONVERSION, REVENUE, ATTRITION/CHURN & SUPPORT. MOST IMPORTANTLY I KNOW HOW TO BRING THE ELEMENTS OF A BUSINESS TOGETHER TO CREATE & GROW AN ORGANIZATIONAL CULTURE OF EXCELLENCE.

2017 - TODAY

ORACLE

DRIVING THE VISION AND STRATEGY FOR THE WAYS USERS WILL INTERACT WITH ARTIFICIAL INTELLIGENCE SYSTEMS. WORKING EXISTING ORACLE PRODUCTS.



HEAD OF STRATEGY & NEXT GEN

SUPPORT MY WIFES BATTLE TO BEAT BREAST CANCER. AND YEP WE WON!

REAL-TIME RESOURCE OPTIMIZATION

CHAIRMAN/BOARD

CHAIRMAN/BOARD

FOUNDER & CEO

MILLION IN ACQUISITONS.

EVENT

PRODUCT

■ FOUNDED & CULTIVATED THE TOP INNOVATION FIRM IN AUSTIN. GREW FROM

ZERO-TO-MULTI-MILLION \$ WITHIN 2 YEARS - RECOGNIZED FOR HIGHLY

■ PARTNERED WITH VENTURE CAPITAL FIRMS TO RE-ENGINEER, REDESIGN &

RAPIDLY LAUNCH REFACTORED DIGITAL PRODUCTS - RESULTING IN OVER 300

UNIQUE & EFFECTIVE APPROACHES TO SOLVING COMPLEX DESIGN &

INNOVATION AGENCY

ENGAGEMENT

2004-2011

HOME WITH MY

2011-2014

CREATIVE DIRECTOR

DIGITAL

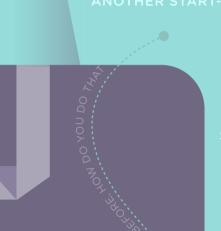
DESIGN

2002-2004



TECHNICAL CHALLENGES ACROSS THE FORTUNE 50.

2002-2004



■ RESPONSIBLE FOR STRATEGY & DESIGN THAT FOCUSED ON INTEGRATING **BUSINESS OBJECTS & CRYSTAL REPORTS APPLICATIONS.**

■ RAPIDLY IDENTIFIED USABILITY & INTERACTION ISSUES WITH ARCHETYPE

ADHOC REAL-TIME/DATA MODELING & REPORTING TECHNOLOGIES; AS WELL AS DEVELOPED A COMPREHENSIVE USER EXPERIENCE GUIDE FOR PRODUCT IMPLEMENTATION.

INTERACTION, TAXONOMY, NOMENCLATURE, & VISUAL CATALOG. I REDESIGNED

A WALLED GARDEN & COLLABORATIVE ECOSYSTEM FOR KIDS 3-5, POPULATED WITH

INVESTOR

INTEREST

DRAMA &

POLITICS

PITCHES

FATIGUE

PARTNER JOINED PARTNER REJECTED TERMS **5M TERM** SHEET DON'T BE MESMERIZED BY PERCEPTION.

"PERCEPTION IS NOT REALITY."

(I WAS FUNDING IT)



FROM REMOTE LOCATIONS.

FINANCIAL & CARD SERVICES

ENTERPRISE SOFTWARE

5

EALTHCARE

FINAN

ంర

PAYMENT

ECOMMERC

OTHER

TRANSPORTATION

RETAIL

■ WORKED WITH GOVERNMENT & MILITARY ORGANIZATIONS, SPAWAR & DARPA

FOR VISUALIZING & PREDICTING WORLDWIDE ACTIVITIES IN REAL-TIME.

■ CREATED HIGHLY INNOVATIVE & PATENTED HEALTHCARE SYSTEMS THAT

TO CONCIEVE & DEVELOP HIGHLY INNOVATIVE ERGONOMIC & CLOUD SYSTEMS

STREAMLINED CLINICAL DATA & ENABLED THE CARE OF CRITICAL ICU PATIENTS

■ MEMBER OF THE CORE EXECUTIVE TEAM

■ RESPONSIBLE FOR MANAGING PRODUCT MANAGEMENT, PRODUCT MARKETING, & DESIGN ORGANIZATIONS. CREATED VERTICAL MARKET STRATEGIES, **POSITIONING & SALES COLLATERAL.**

 AS HEAD CREATIVE, I DESIGNED THE CORE PRODUCT, ESTABLISHED FORMAL DESIGN PROCESSES, BRIDGED ENGINEERING & PRODUCT WITH DESIGN. ESTABLISHED FORMAL RELEASE PROCESSES & STANDARDS TO INCREASE ORGANIZATIONAL SCALE & ALIGNMENT. DECREASED OUR TIME-TO-MARKET BY 8 MONTHS AFTER I ARRIVED. ■ CREATED COMPANY'S PRODUCT & BRAND STANDARDS FOR WORKS PAYMENT

CARD APPLICATION. ESTABLISHED COMMON INTERACTION PATTERNS, ICONOG-RAPHY, VISUAL LANGUAGE, AND UI LAYER TECHNOLOGIES TO BE STANDARDIZED ACROSS ALL SOFTWARE ENGINEERING. ■ WITHIN 2 YEARS OF RELEASE - COMPANY GREW IN EXCESS OF 40M IN REVENUE

BUSINESS WAS ACQUIRED BY BANK OF AMERICA IN 2006.

TRILOGY

2000-2002





MOVED TO



ENTERPRISE SOFTWARE

■ KEY MEMBER OF TRILOGY EXECUTIVE TEAM

DIRECTOR OF DESIGN | HCI

■ RESPONSIBLE FOR BUILDING & SCALING FRONT END SERVICES TO TRILOGY'S BACK END TECHNOLOGIES. WORKED WITH C-LEVEL EXECUTIVES FROM LANDS END, FORD, SUN, AXA FINANCIAL - EVANGELIZING & CREATING DESIGN STRATE-GIES. ■ WAS CHIEF EVANGALIST & DESIGNER ON THE DEVELOPMENT OF NINETEEN CONSUMER SITES FOR FORD FLEET OF EUROPE.

RESPONSIBLE FOR CONCEPT -TO- IMPLEMENTATION TO ENSURE DESIGN QUALITY ACROSS B-TO-B & B-TO-C SITES & B-TO-B APPLICATIONS.

■ ESTABLISHED TRILOGYS PRODUCT & BRAND STANDARDS ACROSS ALL

SOFTWARE PRODUCTS. INTEGRATED 36 APPLICATIONS BY ARCH TYPING INTER-ACTIONS, CREATING ICONOGRAPHY, ESTABLISHING A VISUAL LANGUAGE, & UI LAYERED TECHNOLOGIES. THIS STANDARDIZED ALL SOFTWARE INITIATIVES. ■ RESPONSIBLE FOR INTERNET/INTRANET TEAM & MANAGED THE DEVELOPMENT

USABILITY METRICS & STANDARDS FOR TRILOGY.COM & OTHER RELATED .COM INITIATIVES.

OF: WEB SITE, PARTNER EXTRANETS, & INFRASTRUCTURE. ESTABLISHED



AUSTIN OFFERED TO RUN

GLOBAL SERVICES

FOR IBM IN DALLAS **BUT PASSED** TO LEARN HCI/COGNATIVE PSYCHOLOGY BEHIND DESIGNING **EXPERT SYSTEMS** 1998-2000

INTERACTIVE

BASED ON MY PROFESSORSHIP KU, I WAS AWARDED A GRANT TO ESTABLISH A DIGITAL MEDIA MAJOR, WHICH I SUCCESSFULLY STARTED.

LECTURED TO HALLMARK

CREATIVE ORGANIZATION ABOUT THE FUTURE OF DIGITAL MEDIA & DESIGN.



■ RESPONSIBLE FOR MANAGING MULTIPLE MARKETING STRATEGIES FOR INTERNET & INTERACTIVE AGENCY CLIENTS: MICROSOFT,

CREATIVE INITIATIVES: TV & VIDEO COMMERCIALS, INTERNET, DIRECT MARKETING INTEGRATION, & OVERALL E-COMMERCE/

STOWERS, & HALLMARK. DIRECTED THE DEVELOPMENT OF MULTIPLE

1994-1998

WEALTH MGMT

CREATED THE FIRST



NINE INCH NAILS...



1990

WALT DISNEY INSANE!!! WORKED ON RESCUERS DOWN UNDER, ROLLER COASTER RABBIT, PRINCE & THE PAUPER &

DURING MY FIRST SEMESTER

INTRANET DEVELOPMENT.

DISNEY CHOSE 4 STUDENTS OUT OF ALL US COLLEGES TO BE TRAINED AS A CHARACTER ANIMATOR. I WAS ONE OF THE 4. 1989

KANSAS CITY

AT SOCIETY OF **ILLUSTRATION** IN NEW YORK MAJOR

WON GOLD

BEAUTY & THE BEAST I TRAINED WITH MARK HEN, 2ND ONLY TO GLEN KEEN, (GURUS)

THE TALENT

THERE WAS

AFTER DISNEY I **BECAME A** TOY DESIGNER

FOR MATTEL, FAO SCHWARZ PLAYSKOOL, MCDONALDS, SUBWAY...

DESIGNED TOYS

I DESIGNED HAPPY MEAL FODDER:)

I GOT HIRED



PICTURES, JONES INTERCABLE WORLDS, INCORPORATED, & HASBRO. CREATED THE FIRST ECOMMERCE/SELF MANAGED MUTUAL FUND TECHNOLOGY/EXPERIENCE.

3D ANIMATION LIFE DRAWING

1993

ADVERTISING ILLUSTRATOR

AGENTS IN KC, NY & CHICAGO

MCMILLIAN & SIMON & SCHUSTER

ILLUSTRATION ANIMATION VIDEO/POST INTERACTIVE MEDIA

TAUGHT MYSELF EVERYTHING I COULD. **DURING THIS TIME....** I BECAME A NATIONALLY RECOGNIZED

SPENT IT ALL ON **COMPUTERS!** ILLUSTRATED SEVERAL BOOKS FOR WIFE WAS NOT

HAPPY!

SOLD MY GAME "TITANIC" MYSTERY

WORKED WITH SPIELBERG TO **DEVELOP VIRTUAL** WORLDS FOR SICK TERMINALLY ILL

TO SONY IN LONDON.

1987-1989

COMMERCIAL

ILLUSTRATION

ON THE SPOT AT **HALLMARK**

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NOT SURE HOW...

LOST.. **NOT SURE** WAS WHAT TO HOMELESS DO FOR A YEAR MOVED TO KC BUT I WAS TO FIGURE IT ALWAYS OUT

I DROPPED OUT OF

LAUNCHED M5.

I MOVED AWAY & MY JOURNEY BEGAN..

ILLUSTRATOR MY FIRST JOB AT NINETEEN. **DRAWING &** CREATING ART

HIGHSCHOOL AT 17, GOT MY GED... PARENTS WEREN'T HAPPY.

3D E-COMMERCE WORLD OF ALEXANDRIA VIRGINIA

CREATED A

STEVEN SEGAL NINTENDO 64 3D GAME

KIDS IN HOSPITALS