Matt Bass

UX & Product Designer

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About Me

10+ years of experience driving results across teams and disciplines, enhancing team process through collaboration. Studying systems, product workflow, and applying research to deliver user-friendly solutions to meet stakeholder and business needs.

Experiences

Riot Games / Senior UX Designer - Player Experiences
July 2023 - Present

Project Lead on Player Experiences Web Team, improving game engagement and account management experience. Web based QR code login improved account security, reduced user friction, and fast-tracked users to gameplay by reducing login time.

Lead "buddy invite" experience critical to the success of VALORANT's launch on XBOX and PS, and launch of 2XKO Alpha. Users could play a limited engagement experience with friends, increasing user base, engagement, and player retention.

Restructured account management IA using user research and competitive analysis, to reduce API costs and improve scalability towards feature updates, and an improved user experience reflected by functional groupings.

Riot Games / UX Design Lead - Developer Platform
July 2021- July 2023

E2E design oversight to ensure successful MVP launch on game developer portal. Guided experience towards best practices to reduce human errors, improved workflow while retaining power user customization.

Coordinated across teams on MVP internal tooling design system. Increased productivity using information pattern consistency. Reduced costs through design system consolidation and workflow guardrails to avoid live incidents.

Streamlined game management to reduce code drift across teams to reduce back end costs, and increase efficiency to scale player offerings.

Matt Bass Design / Freelance UX Focused Web Design & Development
2018-Present

Worked with various clients to create new or redesign existing sites, informed by research and SEO data, including site development. Created research based wireframes for Humanity Forward's civic engagement platform.

Education

Bloc.io / UX|UI Design Certification

University Of Southern California / BA Critical Studies - Film & Television