



# MATT M. DAVIS

USER EXPERIENCE, UI+INTERACTION DESIGN, CREATIVE VISION

UX Designer interested in pushing the envelope of design in immersive and traditional spaces.

## WORK

**Lenovo / UX/UI Designer**

JUNE 2017 – PRESENT, RALEIGH, NC

### Augmented Reality

Developing novel interaction guidelines for the design of several augmented reality experiences within Lenovo's ThinkReality platform including two-step selection methodologies, dynamic tertiary menu systems, gaze-based keyboard interactions, and cursor behaviors among other areas. Providing concept visions, information architecture, interaction design direction, wireframes, detailed UI graphics, and workflows to inform designs for review and development. Actively supporting the development of AR hardware, firmware, and accessories via concept visioning, usability review, anthropometric measures, and ergonomic testing. Conducted iterative research and associated human factors efforts for the design of Lenovo's first enterprise AR HMD solution – ThinkReality A6.

### Smart Office (SaaS)

Lead UX/UI designer for a new enterprise grade connected device web management platform, advanced dynamic telemetry dashboard, and provisioning tool. Delivering product vision, business strategy, information architecture, redline UI specifications, highly detailed visual design assets, and working directly with developers and project managers abroad for implementation. Software launches Spring 2021.

### Research

Designed and conducted research protocols for a variety of projects beyond AR and Smart Office, including evolving workspaces, day-in-the-life product usage, and the future of personal computing.

**Lextant / UX/UI Design Intern**

JUNE – AUG 2015, COLUMBUS, OH

Developed wireframes and flow diagrams for Honda's Acura Precision Cockpit vehicle infotainment system of apps (i.e., home, phone, audio, & navigation). Built the concept's first multi-display interactive prototype, assisted with experimental design, and conducted A/B testing.

**USSOCOM / Research Associate**

JUNE – JULY 2014, FLORIDA

Conducted card sorting activities, evaluated storyboards, and designed low and medium-fidelity GUI concepts for monocular and optical see-through devices.

## LAUNCHED PRODUCTS

**(Lenovo) Headset:** ThinkReality A6 (HMD, controller, carrying case, user guide, compute pack, accessories, packaging)

**(Lenovo) Software, Notebooks & Accessories:** ThinkReality AR Home Menu & Apps • Lenovo Quick Clean PC application • X/P/T-Series Notebooks • USB-C docks

## EDUCATION

**Virginia Tech / MS Industrial & Systems Engineering**

AUG 2014 – MAY 2016

Human-Computer Interaction (HCI) & Human Factors specialization. Explored free-hand gesture interaction techniques and the design of menus for mixed-reality applications.

**Virginia Tech / BS Industrial & Systems Engineering**

MAY 2009 – AUG 2014

## SKILLS

**Design:** Embodied interaction design (head gaze, gesture) • Peripheral interaction design (controller, phone, PC) • Motion behavior definition & design • Concept drafting & UI graphics • Production redlining • Wireframes & mockups (hardware & software) • Concept vision design and presentation

**Prototyping:** Rapid & iterative prototyping via XD • Mockup & interactive flow • Quest 2 Beta Tester for Tavori

**Research:** HW/SW heuristic evaluation • Hardware & software usability evaluations • User testing • Global & mobile ethnography • Surveying • Group-based interviews • External expert review • International product benchmarking • Observation • Archetyping • A/B testing & experimental design

**Tools:** Adobe Creative Cloud (Adobe XD, Illustrator) • Microsoft Office ("A PowerPoint Wizard"), Dscout (5 studies) • Miro • Experimenting w/ Figma & Tavori

## RECENT CONFERENCE ATTENDANCE

Adobe MAX 2020

HFES 63rd International Annual Meeting 2019

XD Immersive 2019

Virtual Reality LA 2018

## PUBLICATION

2016 IEEE Virtual Reality

**Depth-based 3D Gesture Multi-level Radial Menu For Virtual Object Manipulation** (Cited 19 times)

MM Davis, JL Gabbard, DA Bowman, D Gracanin

## 3 Patents

Protections pending; two additional under review.