

Matt Weaver

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EXPERIENCE

Brooksource with Eli Lilly

Aug 2025 - Present

Product Designer

Indianapolis, IN

- Currently leading design and research for a molecular property prediction tool, shaping how scientists interpret and act on model predictions to accelerate the drug discovery process.
- Led the design and launch of Eli Lilly's first personalized and accessible employee training experience, using persona research and rapid testing to tailor content, enhance interactions, and create an engaging learning experience.
- Conducted user interviews and contextual inquiries to uncover workflow inefficiencies in the call-center experience, then iterated a call-agent support tool that streamlined decision paths and reduced average handle time by at least 15%, improving both agent efficiency and customer experience.
- Redesigned 3 enterprise websites by conducting card sorting and improving information architecture to align with business objectives, user needs, and accessibility standards. These sites are projected to return 250+ hours of time back annually.

SmallBox

Apr 2025 - Jul 2025

Product Design Intern

Indianapolis, IN

- Balanced 4 concurrent client projects in a fast-paced agency setting, delivering wireframes, prototypes, and design deliverables under tight deadlines while collaborating closely with developers and stakeholders.
- Designed a mobile experience for the Greater Indy Trails website, a tool helping users plan trail-based routes and day trips across 9+ counties in Central Indiana. Improved mobile usability through iterative wireframing, user flows, and stress testing.
- Led design for Nextech's statewide resource library, enabling 600+ Indiana computer science teachers to access curated tools and lesson plans. Rapidly prototyped and conducted iterative testing to refine content discoverability.

Purdue Experience Studio

Aug 2024 - Dec 2024

Project Owner

West Lafayette, IN

- Oversaw the design and development of ULINE's online catalog custom bag experience. Through my leadership and UX strategy, ULINE saw a 35% reduction in user drop rate and an increase in transaction rates.
- Facilitated UX strategies and discovery workshops to enhance team collaboration, creativity, and delivery of user-centered solutions.

OnBoard

Jan 2023 - May 2023

Product Designer

Purdue Experience Studio

- Collaborated with a team of 6 designers to create an external website using the OnBoard enterprise design system, improving the process for aspiring board applicants to easily find and apply for positions.
- Led usability testing sessions that optimized dashboard features and resulted in a 40% improvement in end-user usability.
- Created a cohesive onboarding experience through data analysis and competitor market research, resulting in improved user engagement and satisfaction.

SKILLS

- **Design Skills:** Prototyping, Agile, Wireframing, Concept Sketching, Visual Design, Co-Design, Responsive Design, Information Architecture, Design Systems, Cross-Functional Team Collaboration, User Flows, Design Critique, Problem Solving
- **Technical Skills:** Figma, CSS, HTML, JavaScript, PHP, SCSS, WordPress, Miro, Adobe After Effects, Wix, Tableau, SharePoint, Claude
- **Research Skills:** Usability Testing, Data Analysis, User Interviews, Affinity Diagramming, Experience Mapping, User Personas, Storyboarding, Survey Data, Ethnographic Research, Questioning Attitude

EDUCATION

Purdue University

Aug 2021 - Dec 2024

Bachelor of Science in UX Design, Minor in Psychology

West Lafayette, IN

- **GPA:** 3.73/4.0
- **Achievements:** Cum Laude, Dean's List every Fall and Spring term.

CERTIFICATES & AWARDS

- Collaborative Leadership: Purdue Department of Educational Studies
- Outstanding Student Award: Acknowledged for my academic excellence at Purdue University