# Matthew Burton McFaul [Portfolio](https://bit.ly/matt_notion_folio)

## Senior Product Designer [Linked In](https://www.linkedin.com/in/faulton/)

* + 1. **25 yrs in product designer leadership for Microsoft, Disney and BBC.**
    2. Design for increased engagement and behaviour change, drawn from experience of 100+ game design projects, hit TV shows, and award-winning comic design..
    3. Design execution for **innovative tech** and **healthcare** products using AI, Cloud and conversational UI.

###### *UX, UI,* ***Figma****, Design Thinking,* ***m-health****, Motion graphics,* ***No-Code****, Webflow,* ***infographics****, Martech,* ***Game design****, Dialogflow, Video production,* ***Animation****, User testing,* ***Fintech****, Chatbots, AI*

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### Royal College of Nursing

#### Senior Product Consultant : UI UX May '23 - Present

* + 1. Creation of RCN staff resource site in 6 weeks. Now in National pilot.
    2. Product focus: Increase student membership sign up, generate increased advertising & commission revenue and increasing uptake of professional-development courses.

### NHS

#### Senior Product Designer Jan '22 - Apr ‘23

* + 1. Chatbot to increase engagement with Social Prescribing

###### End to end codesign cycle to NHS pilot in 6 months

###### 84% increase in patient preparedness

###### 25% increase in positivity around the appointment

### HD Labs

#### Senior Product Designer July '21 - Feb '22

* + 1. Web app for safer AI decision-making in social care.

##### Screening website, Client portal and suite of self-assessment tools

###### Delivered on budget

###### From business ambition to user-tested High Definition prototype in 3 months

* + 1. Technical writing , infographics and sales material design;

###### Achieved next client step; i.e. formal evaluation / due diligence

###### Won new NHS business of over £0.5m

###### Secured £100k in grant funding

### Remitly

#### Senior UX designer Aug '19 - Feb '20

* + 1. Web app for UK immigrants sending money home

###### Facilitator for international Design Sprint week resulting in 2 new product lines.

###### Achieved a 42% increase in readability of alerts - to a reading age of 12 yrs old.

###### Increased transaction completion by 19% through AB testing of security messaging

### Between the Lines

#### **No-Code Developer Designer** May '19 - Jul '19

* + 1. Creative Writing e-commerce site :

###### 83% reduction in onboarding admin time

###### 250% increase in £ revenue per student

###### 20% site sales to 677% further £ revenue

###### 90% of site-visitors from email purchased a £295 course

### Southwark Borough Council

#### Chatbot Developer Designer Mar '19 - Jun'19

* + 1. Behaviour change design for Smoking, Diet, Weight, Physical activity and Wellbeing

###### 130% increase in user retention from AB Testing - 1000 Beta users

###### 70% of users rated the app High Quality or better

###### 69% were likely to make health changes because of it

###### - from 233 users surveyed ay launch

### PoTS UK Postural Tachycardia Syndrome

#### Web app Developer Designer Jun '18 - Jun'19

* + 1. App to manage long term health condition

###### 230% increase in client satisfaction from design iterations

###### 5% conversion of registered users to weekly users

### Trent Psychological Therapy Services

#### Chatbot Producer Designer

#### App to increase engagement with therapy Jun '18 - Jun'19

###### Redesign achieved 70% reduction in dropoff in 1,142 users

### Microsoft Research

#### Product Design Consultancy Aug '15 - Feb '19

* + 1. UI, UX, product branding and testing for a dozen tech innovations.
    2. *DNA Storage • AI Search • Video Conferencing • Augmented Reality • IoT • Genomics • Precision medicine • Health bots*
    3. iOS and Android AI Computer vision app **What-Dog**

###### 1m+ Monthly users at launch

* + 1. Defined the product UI, website and launch assets for **Azure Sphere** ;

###### Became $1bn+ business pillar

###### 10 leading manufacturers sIgned on as clients in first 3 months

###### Argos

#### UI UX Designer Mar '15 - July ‘15

* + 1. Redesign of e-commerce app that was Retail Week’s Customer Innovation of The Year

###### Delivered £3 million in incremental revenue in 8 weeks

###### NHS

#### Animation producer Dec '14 - Feb ‘15

* + 1. 10 x 30 second animated films on behaviour change

###### 98% surveyed learned new information about their condition

###### 93% have changed their self-management technique

###### RAF

#### UI UX Game Designer July '14 - Sep ‘14

* + 1. Training app to increase applications to key technical sectors of the organisation

###### Boosted engagement at recruitment events

#### Other

###### **BBC** : £1m Interactive drama, **Camelot**: Largest signage campaign, **CBBC** : Record breaking web game, **Facebook games** 1m users, **Nintendo** + **Playstation** AAA Game UI Desig