

# Matthew Lawrence Christy

Philadelphia, Pennsylvania ▪ 610-256-0429 ▪ mchristy@designflux.com  
www.linkedin.com/in/matthewchristy ▪ Portfolio: www.designflux.com

## UX Designer

Human-Centered Design ▪ Game Design ▪ Interactive Design

### Summary

Experienced in utilizing User Experience Design (UXD) research methods, synthesis, and design to develop intuitive and engaging human-centered designs. Proficient in applying video game design principles to craft immersive gaming experiences. Familiar with emerging AI technologies, skilled at integrating them to enhance user interactions. Possess a strong IT and business management background, coupled with effective communication skills, demonstrated project management expertise, and a keen analytical mindset.

### Skills

- **Design and Development:** User Experience Design, Interactive Design, Augmented Reality, Game Design, Interaction Design, Wireframing, UX Research and Methodologies, Prototyping and Storyboarding.
- **Technology Implementation:** Systems Administration, Digital Television Standards, Digital Program Insertion Development, Automated Broadcast Solutions.
- **Management and Strategy:** Technological Infrastructure Oversight, Innovation & Technology Upgrades, Marketing & Branding Strategies, Project Management, Data collection and analysis methodologies.
- **Organizational Enhancement:** Stakeholder Engagement, Team Building & Leadership, Organizational Growth Initiatives, Cross-functional Collaboration.

### Technical Proficiencies

- **UX, Interactive, and AI Design:** Figma / Balsamiq / TouchDesigner / TensorFlow / Adobe CS
- **Game Engines and Development Platforms:** Unity / Unreal / GameMaker Studio 2 / MS Visual Studio
- **OS and Technologies:** Windows / macOS / Linux / Networking / Storage / Databases

### Professional Experience

**President, Oldman's Creek Campground – Monroeville, NJ**

**01/2017 - Present**

Lead strategic revitalization of a family-oriented campground nestled in Southern New Jersey to transformative change. Cultivate a customer-centric culture by prioritizing camper feedback and exceeding expectations in service delivery. Guide the organization through expansion and change with decisive leadership.

#### Key Contributions:

- Enhanced facilities and attractions by incorporating valuable camper feedback, enriching the overall camper experience.
- Attained a remarkable 35% revenue growth in past seven years by executing strategic enhancements and ensuring heightened camper satisfaction.
- Devised and implemented effective marketing tactics to boost campground's visibility and draw in new clientele, fostering revenue upsurge and sustained prosperity.
- Showcased outstanding leadership and decision-making prowess in steering the campground through expansion and evolution.

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## **Director, Systems Engineering**, TelVue Corporation – Mount Laurel, NJ **05/2014 - 01/2017**

Engaged with clients to understand needs and create automated broadcast solutions with a focus on customer satisfaction and problem-solving. Developed custom broadcast solutions to meet specific needs of diverse markets, including Pro and Public, Educational, and Government (PEG) sectors, adhering to non-hosted IP, hosted IP, and baseband specifications. Ensured seamless performance and dependability of cloud-based streaming solutions, enhancing customer satisfaction and service reliability.

### Key Contributions:

- Headed the development of the digital program insertion (DPI) platform as lead team member, fostering innovation and aligning with industry standards and client expectations.
- Acted as the key engineer for cloud-based platforms, managing Live Transcoding Technologies and CDN streaming to ensure top performance, reliability, and scalability of streaming services.

## **Director of Technology**, Independence Public Media (MiND) – Philadelphia, PA **09/2008 - 05/2014**

Collaborated with production, graphic design, and membership departments to develop and implement technology solutions, enhancing organizational efficiency. Oversaw organization's technological infrastructure, aligning with non-profit mission and ensuring support for organizational goals. Ensured continuous television broadcast availability by instituting rigorous maintenance and monitoring protocols. Upgraded broadcasting technology to improve content distribution quality and support high-definition broadcasting capabilities.

### Key Contributions:

- Led the successful launch of television station on digital airwaves, achieving compliance with national analog to digital transition mandates.
- Achieved 24/7/365 uptime for television broadcast, ensuring consistent service delivery through robust maintenance procedures implementation.
- Enhanced broadcast technology, elevating content distribution quality for affiliates and supporting HD broadcast capabilities.

## **Education**

**Master of Science in User Experience Design/Human-Computer Interaction**, 4.0 GPA

**Minor in Digital Media** (Interactive & Game Design)

Drexel University, College of Computing and Informatics, Philadelphia, PA (2023)

**Bachelor of Science in Computing and Security Technology**, 3.78 GPA

Drexel University, Goodwin College of Professional Studies, Philadelphia, PA (2009)

**Associate of Science in Computer Science**, 3.9 GPA

Community College of Philadelphia, Philadelphia, PA (2006)