

## **Matt Morse**

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Pronouns: he/him/his | LGBTQ+ Ally

E-Mail: [matmorse@hotmail.com](mailto:matmorse@hotmail.com)

Work Authorization: U.S. Citizen

Experienced accessibility, diversity, inclusivity, usability champion in front-end design and development.

### **Employment History**

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#### **Independent Contractor/Consultant**

- **Consultant**

June 1996 – Present (26Y, 1099)  
Southern CA (remote, travel)  
Graphic, media, interactive software, web & graphic design and development.

#### **Eventus Solutions Group LLC.**

- **Business Consultant**

Mar. 2018 – Feb. 2020 (2Y) W2

- **Engineer**

Mar. 2016 – Mar. 2018 (2Y/1M) W2

- **Senior Cloud Engineer**

Apr. 2013 – Mar. 2016 (3Y) W2

Englewood CO (remote, 15% travel)  
Customer relationship management, CRM solutions techno + functional consultant for several fortune 100 accounts. Designed, developed, and supported CRM B2C solutions for multiple custom application development & managed services clients simultaneously. Worked in collaborative teams, often as client facing or technical lead.

#### **InterDealer Information Technology LLC.**

- **Web Developer Software Engineer**

Mar. 2012 – Feb. 2013 (1Y) W2

Simi Valley CA (on-site)  
Cloud & web-based product UI, & graphic design, development. Systems integration, client facing support, training, and administration.

#### **Rapattoni Corporation**

- **Manager Multimedia Department**

Jan. 2005 – Jun. 2010 (5Y, 6M) W2

- **Supervisor, Multimedia & Product Design**

Jan. 2004 – Jan. 2005 (1Y) 1099 contract

- **Multimedia Training Software Developer**

Sept. 2002 – Jan. 2004 (1Y, 5M) 1099 contract

Simi Valley CA Headquarters (on-site, travel)  
Managed in-house multi-channel media and UI design agency. Supervised a busy team of up to 7 talented designers and developers as well as contractors and vendors. Managed department facilities and equipment.

### **Education**

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#### **University of California, Santa Cruz,**

Bachelor of Arts, Fine Art, June 1996

#### **MCA Engineers, Inc.**

- **Computer Based Training Specialist**

Aug. 2000 – Mar 2002 (1Y, 8M) W2

Oxnard CA (on-site, travel)  
Developed disk and web-based software for United States Military clients. Worked closely with client subject matter experts in interdisciplinary teams to assure product quality, timely delivery, and support.

#### **Natural History Museum of Los Angeles County**

- **Multimedia Artist**

Apr. 1997 – Jun. 2000 (3y, 3M) 1099 & W2

Los Angeles CA (on-site, travel)  
Designed and developed interactive exhibit disk and web-based software, including interactive animations, videos and illustrations for museum programs, exhibits, publications.

#### **Channel Islands National Park**

- **Multimedia Interactive Exhibit Software**

Jul. 1996 – Jan. 2005 (8Y, 7M, 1099

Ventura CA (remote, on-site, travel)  
Consulted on design of park physical exhibit. Designed & developed interpretive multimedia web & desktop exhibit software.

#### **University of California Santa Cruz**

- **Cowell College, Audio Visual Technician**

Nov. 1994 – Jun. 1996 (1Y, 8M) W2 PT

- **Software Developer**

Sept. 1995 – Jun. 1996 (10M) W2 PT

Santa Cruz CA (on-site)  
Work-study grant program jobs. AV tech for college meetings, events, concerts, and theater. Developed prototype interactive multimedia Spanish textbook software.

- **Matt's Cycling Center**

- **Retail & Mechanic Associate**

Jun. 1991 – Aug. 1994 (3Y, 3M) W2

Ventura CA (on-site)  
Assembled, sold, repaired bicycles, sporting goods, exercise equipment and related tools, parts, clothing & accessories.

#### **Ventura College,**

Associate of Arts, Liberal Arts, June 1994

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**Volunteering & Philanthropy**

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- Mountain Bike Unit, MBU, Santa Monica Mountains National Recreation Area, 2007 – Present (15Y)  
MBU patrols Sothern California parklands, providing public assistance & resource protection
- MBU/CORBA Youth Adventures, at-risk/ disadvantaged youth tour program 2007 – Present (15Y)  
Youth Adventures program takes youth groups mountain biking in Sothern California parklands
- MBU Uniform Committee, uniform redesign, branding and graphic design 2017 – Present (5Y)
- KCLU NPR for the California Coast, Monthly Sustaining Member, 2008 - Present (14Y)
- Conejo Open Space Foundation, COSF, Trails Education Days, 2022 – Present
- Ventura County Community Foundation, Personal Protective Equipment Drive, 2020 - 2021
- Natural History Museum of Los Angeles County, Public Programs, 1997 – 2013 (16Y)
- The Discovery Center for Science and Technology, Math Midway Exhibit Technician, 2011
- Channel Islands National Park, Web Designer, Mar. 1997 – Oct. 1998 (1Y/8M)

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**Notable Accomplishments**

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- **Front end development** Front-end developer on team effort to integrate Oracle Service Cloud with Salesforce using dynamic iframe to create a single B2C customer service portal. Provided technical + functional design, engineered testbeds and technical coordination with other vendors.
- **Multi-channel communications** design and development for many sector-leading clients.
- **Graphic design** of uniform for volunteer group that supports 3 federal and state government agencies. Coordinated stakeholders to balance requirements to create contiguous design.
- **Business consulting** saved Kraft Heinz Company 80% on new Oracle Service Cloud license to support Heinz brands to facilitate 2015 merger with Kraft Foods by architecting & implementing solution to host 26 unique Heinz brands' customer portal pages on 5 shared interfaces.
- Provided **technical + functional design and project management** for Cenlar FSB Web Content Accessibility Guidelines (WCAG) compliance development.
- **Developer and support cloud engineer** Oracle Service Cloud customer portal sites for up to 36 Kraft Heinz Company brands in multiple languages, each with its own frequently asked questions answers and customized contact us forms. Designed each one to seamlessly match brand website.
- **Technical functional architect** a custom financial coaching solution using Oracle Service Cloud for General Dynamics Information Technology (GDIT) & Consumer Financial Protection Bureau (CFPB)
- **Technical functional project & team management** to expand EPAY customer support capability in North and South American markets. Provided support as a managed services engineer and account lead from 2013 to 2016. Reduced incident response time, managed projects to catch up on deferred maintenance backlog to improve solution performance & develop new features. Documented and trained resources. Presented regular status reports and performance reviews.
- **Documentation, presentation, and training:** Authored "Playbooks" for CRM managed services clients. Developed and presented regular training, business, and solution performance reviews. Created and presented technical system tune up & knowledge base optimization presentations.
- **Created and presented graphic design, branding, UI & UX presentations.** Designed responsive and accessible design updates of customer portal, frequently asked questions, answers, contact us, user profiles, data display pages and marketing or survey campaign emails.
- **Designed and developed new educational website and mobile software** exhibit. The Seamobile is a mobile, educational, exhibit & simulator experienced in a 54-foot semi-trailer. The exhibit and website simulate research submersible missions off California coastline for LAUSD middle school students.
- **Developed training software** for United States Navy, Marine Corps and Air Force. Designed and developed interactive multimedia workshop (IMW) and part task trainer (PTT) computer-based training (CBT) software products.

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## Capabilities

### Core

- Creative – graphic, UI, branding design
- Collaborative, team support or lead roles
- Client interaction, training and presentation
- Technical developer, accessibility & usability
- Management, project & department experience
- Technical Support, experienced first responder
- Pragmatic approach, appropriate expectations
- Self-motivated, timeline & priorities driven
- Adaptability, flexible, to overcome challenges
- Resourceful, solution focused, results oriented

### Soft Skills

- Consulting
- Communication, documentation
- Client facing presentation, training & support
- Requirements gathering
- Solution architecture
- First responder, troubleshooting
- Disaster recovery / root cause analysis
- Business to technical requirements translation
- Multiple development methodologies
- Performance analysis
- Project management & staff supervision

### Hard Skills

- Web solution design & development
- Front-end development & admin, including responsive and accessible design developer
- Graphic Design, Logo Design, Typography, Illustration, UI/UX design
- Client communication
- Technical project management
- Team leadership & staff supervision
- Remote & travel

### Software & Technologies

- Adobe Creative Cloud
- Microsoft Office
- Version Control
- Web development: HTML, CSS, JavaScript  
Web frameworks and libraries Integrated development environments, responsive design
- Oracle B2C Service (Service Cloud, CX, RightNow CX) Techno + Functional Consultant
- Pega Certified System Architect (PCSA)
- Certified HIPAA Privacy Essentials & HIPAA Security Rule for Business Associates
- Virtualization & Virtual Machines

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## Consulting Client Logos

### Walmart

The world's biggest retailer.  
2014 – 2020 CRM consulting, requirements gathering, secure solution architecture, managed services, UI/UX design, development and training

### Kraft Heinz Company

Large international food and beverage company  
2013 – 2020 CRM consulting, management, architecture, development, graphic design, front-end and branding

### Centlar FSB

The leading mortgage loan sub-servicer in the U.S.  
2016 – 2020 CRM consulting, training, configuration, development, graphic design, front-end, accessibility, responsive design, integration

### The Children's Place

International retailer of children's apparel  
2019 Pega configuration and web development

### Epay Worldwide, part of Euronet Worldwide

Global electronic payment services provider  
2013 – 2018 CRM consulting, development, training, managed services, analytics, graphic & UI/UX design and front-end development

### General Dynamics Information Technology

Large U.S. Government contractor  
2014 – 2019 CRM consulting, secure solution architecture, UI/UX design, development and QA

### Lenovo Group Limited

World's largest personal computer vendor  
2014 – 2016 CRM consulting, website integration, graphic & UI/UX design, front-end development

### Connect for Health Colorado & Maryland Health Benefits Exchange

State health insurance marketplaces  
2013 – 2016 CRM consulting, graphic & UI/UX design and front-end development

### Verizon - Redbox Instant By Verizon

Hybrid disk & streaming media rental service  
2013 – 2018 CRM consulting, front-end development, managed services & training

### National Park Service

U.S. government agency operates National Parks  
1997 – 2005 Website and interactive multimedia exhibit software design, development & support

### Nicklaus Children's Hospital

Hospital system for children in State of Florida.  
2014 – 2018 CRM consulting, website integration, graphic & UI/UX design, front-end development