Matt Orcutt

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Employment

Product Design Lead - Oct 2022-present
Nuna Inc

Lead design in reimagining Nuna's nearly 17M lives value based care platform used by healthcare insurer and provider organizations to create intelligent payment models and operate against their modeled performance targets to enable penny accurate value based care payments to providers. Interviewed clients and subject matter experts to create a user archetype mental models. Working cross functionally with growth and product development, I created customer journey maps, information architecture and workflow diagrams to communicate a design direction to stakeholders. Produced sales demo prototypes for a single pane of glass experience across multiple user archetypes and workflows. Produced design requirement documentation and supported development sprints.

Design & Front End Developer (Contractor) - Sep 2019-present
The Belden Brick Co.

Lead design in reimagining Belden Brick's public marketing site and distributor portal. Implemented a new information architecture and content strategy designed around multiple personas. Improved page load XX% with the newsite by implementing strategies to consistently pass Google's Core Web Vitals. Deployed a new distributor portal within the new public site's info architecture and branding. Optimized for managing regular touchpoints with distributors across Belden's order management lifecycle.

Product Design Lead - Sep 2019 - Oct 2022
The Federal Reserve Bank of Cleveland

Lead research and design in reimagining the US Treasury's Electronic Federal Tax Payment System (EFTPS) experience for multiple user segments. This includes large corporate payroll providers doing 1000x payments a day to small businesses and individual taxpayers paying 1x time(s) a year. I am responsible for delivering a consistent web experience across these multiple segments while also aligning to other IRS web application services.

Manager, UX Design - June 2015-Sep 2019
IBM Watson Health

Lead research and design in creating next generation analytic tools for provider administrators. My responsibility is innovating ways multi hospital healthcare system executives can view their clinical and financial performance against national benchmarks without having to reconcile data from multiple dashboards. Employing information architecture, discoverability as well as data visualization strategies are key experience dimensions we track for. Partnering closely with analytics, product and development teams I managed design resources to research and test ideas that included machine learning.

About Me

Combining strategy and practice, I enjoy building partnerships that drive client and team success in crafting user experiences and interfaces.

Always curious about the aesthetic and functional aspects of design, I strive to deliver beauty through simplicity.

Proven track record of bringing to market products from ideation/research to production across a diverse portfolio of offerings while maintaining a clear information architecture and consistent experience. I have delivered client success in both enterprise and scrappy start up environments.

Core Competencies

Information Architecture
Interaction Design
User Research
Front End Development
(Vanilla JS, Next.Js, CSS, Tailwind, JSforce, SOQL,Node, Ruby)
Product Strategy

Interests

Hiking, Traveling, Concerts, Art

Education

Ohio University
BFA, Art Education
1994 – 1998