

MATTHEW (WYATT) SPICER

UX/UI DESIGN | WEB DEVELOPMENT | DIGITAL PRODUCT STRATEGY

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UX/UI designer, web developer, and creative technologist with nearly a decade of customer-facing operations experience and a growing portfolio of paid client work and independent digital products. Combines user research, responsive interface design, front-end development, content strategy, and launch execution to turn complex ideas into clear, usable experiences.

EDUCATION

The University of Texas at Dallas | *Richardson, TX*

Dec 2025

- B.A., Arts, Technology, and Emerging Communication; Certificate in UX/UI Research & Design.
- Focus: UX research, interaction design, product strategy, digital media, persuasive communication, and prototyping.

PROFESSIONAL EXPERIENCE

Freelance Web Developer & UX/UI Designer | *Independent, Dallas, TX*

2025-Present

- Lead website projects from client discovery and content planning through UX/UI design, front-end development, accessibility QA, deployment, and launch.
- Designed, built, and launched the live Adams Internal Medicine website during a 10-day paid engagement.
- Developed patient-information and appointment-request flows, local SEO, forms, responsive behavior, accessibility, and GitHub/Netlify deployment ahead of the practice's August 20, 2026 opening.
- Created a mobile-first visitor-experience concept for Tiki Tommy Live connecting local discovery, audience engagement, trip planning, and advertising opportunities.

Restaurant & Bar Operations | *Multiple Dallas- and Austin-area concepts*

2017-Present

- Progressed from server to bartender and head bartender across six high-volume concepts, building strengths in client communication, staff training, service recovery, sales, and shift coordination.
- Stepped into day-to-day bar operations during a leadership transition, supporting inventory, organization, and continuity of service.

SELECTED PRODUCT & UX WORK

GoCapital Auto Quest | *UX Research & Product Strategy*

2025

- Researched first-time car buyers and translated findings into personas, financial-education flows, calculators, wireframes, and a high-fidelity Figma prototype.

Creative Portfolio Platform | *Product Strategy & Platform Development*

2026-Present

- Building a reusable portfolio and publishing platform for filmmakers, media professionals, and journalists, with project pages, credit management, inquiry tools, and responsive publishing controls.

LEADERSHIP & COMMUNITY ENGAGEMENT

Eagle Scout: Planned and led a 50-hour community service project and mentored younger scouts toward rank advancement.

HP Kids Read: Co-organized a community advocacy initiative, presented before the local school board, and received recognition from the American Library Association.

SKILLS

UX / Product: Figma, user interviews, research synthesis, personas, journey maps, wireframes, high-fidelity prototyping, design systems, and usability thinking.

Web / Launch: HTML, CSS, JavaScript, GitHub, Netlify, responsive design, accessibility, QA, local SEO, and Netlify Forms.

Creative Technology: Adobe Creative Suite, Rhino, Grasshopper, KeyShot, TouchDesigner, Pro Tools, Ableton Live, and Logic Pro.