

Matt Dirkx

Norwalk, IA | 515.202.3593 | matt@mattdirkx.com | mattdirkx.com | [LinkedIn](#)

Digital Experience Platform Strategist | UX Leader | AI and Digital Innovation

Digital experience leader with more than 20 years of experience developing, optimizing, and managing websites, digital products, customer experiences, content platforms, and digital marketing initiatives. Proven success leading cross-functional teams, implementing UX and accessibility standards, creating scalable design systems, improving customer journey maps, and driving business outcomes through analytics, SEO, digital governance, and AI-enabled workflows.

Experienced partnering with actuarial, operations, marketing, product, business, and technology teams to align customer needs with business objectives. Combines expertise in digital strategy, content platforms, analytics, UX, front-end development, AI automation, and enterprise governance to improve engagement, efficiency, and customer satisfaction.

Core Competencies

Cross-Functional Leadership • Digital Experience Strategy • Digital Experience Platforms • Customer Journey Mapping • Website and Content Platform Management • Enterprise CMS Platforms • AI Automation and Workflow Optimization • AI Agents and Skills • Technical SEO • Content Strategy and Governance • UX Research and Usability Testing • Data Analytics • Accessibility (WCAG) • Design Systems • Agile Product Development • Content Operations • Digital Governance • Stakeholder Management

Professional Experience

UX Lead | Athene | May 2021 – Present

- Lead a UX team of two designers supporting enterprise digital products and customer experiences.
- Partner with actuarial, operations, marketing, product, business, and technology stakeholders to define and execute digital experience strategies that align customer needs with business objectives.
- Create and maintain enterprise design systems that improve consistency, scalability, governance, and development efficiency across digital products and teams.

- Utilize Figma Make to rapidly prototype, validate, and communicate digital experience concepts with stakeholders and development teams.
- Design and implement AI-powered workflows, agents, and reusable skills using Claude Code to improve efficiency, reduce manual effort, and accelerate delivery across digital experience initiatives.
- Utilize Google Analytics, Quantum Metric, Qualtrics, customer feedback, and user research to identify opportunities and prioritize digital experience improvements.
- Established UX governance, accessibility standards, and research practices supporting enterprise digital initiatives.
- Conduct user interviews, usability testing, customer journey mapping, and research initiatives to improve customer experiences.
- Contribute front-end development expertise to support enterprise digital platforms and applications.

UI/UX Designer | Hy-Vee | November 2019 – May 2021

- Led UX and UI improvements for a high-traffic e-commerce grocery platform supporting online ordering and pickup experiences used by thousands of customers.
- Conducted customer research, usability testing, and customer journey mapping to identify friction points and improve customer satisfaction.
- Collaborated with product, development, and business teams to optimize digital customer experiences.
- Supported technical SEO initiatives to improve search visibility, site performance, and user experience.
- Leveraged analytics and customer behavior insights to prioritize enhancements and measure outcomes.
- Helped establish UX processes, standards, and best practices across digital product teams.

UX Designer & Front-End Developer | Entrepreneurial Technologies | April 2017 – October 2019

- Led UX strategy and front-end development for web and mobile applications.
- Conducted user research, usability testing, accessibility reviews, and stakeholder workshops.
- Managed client relationships and translated business goals into digital solutions.
- Collaborated with cross-functional teams using Agile development methodologies.
- Performed accessibility testing and experience optimization initiatives.

Senior Digital Manager | Meredith Xcelerated Marketing | March 2013 – March 2017

- Managed a multidisciplinary team including digital content editors, designers, and developers.
- Directed digital strategy, content operations, website initiatives, and customer engagement programs for national brands.
- Developed content governance, publishing workflows, and performance measurement processes.
- Oversaw mobile application development and digital experience optimization initiatives.

- Managed UI design, user testing, and front-end development efforts.
- Collaborated with stakeholders to align digital initiatives with business goals.

Digital Strategist / Front-End Developer | Principal Financial Group | Nov 2012 – March 2013

- Developed digital strategies supporting websites, email marketing, and social media initiatives.
- Conducted user research and experience optimization efforts.
- Partnered with stakeholders to improve customer engagement through digital channels.
- Contributed front-end development and user experience design expertise.

Additional Experience

Front-End Developer | Meredith Corporation / [Parents.com](https://www.parents.com)

Art Director | Cooper Smith & Company

Art Director / Interactive Designer | Trilix Marketing Group

Prepress Manager | Allegra Print & Imaging

Teaching Experience

Des Moines Area Community College | Adjunct Professor | 2017 – 2020

- Taught Interactive Media II within the Graphic Design program.
 - Developed curriculum covering web design, user experience, and digital communication principles.
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Technical Skills

Platforms & Analytics • Bloomreach CMS • Google Analytics • Quantum Metric

Design & Experience • Figma • Figma Make • Adobe Creative Cloud

UX Expertise • UX Research • Usability Testing • Design Systems • Accessibility (WCAG)

AI & Automation • AI Workflow Automation • Claude Code • AI Agents and Skills • Generative AI

Education

Bachelor of Arts, Graphic Design

University of Northern Iowa

Cedar Falls, Iowa