Matthew O'Hair

Product Designer | UX/UI and Frontend Development

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SUMMARY

Product designer and developer with 15+ years across learning technology, digital health, mobile and web products, games, dashboards, and AI-assisted workflows. M.Ed. in Learning Technologies with four years of classroom teaching experience. I turn complex workflows into clear interfaces, reusable product systems, and working software, carrying decisions from product framing and UX through implementation, QA, and iteration.

SELECTED EXPERIENCE

Founder & Lead Product Designer / Developer — Good Life Games, LLC

2017 – Present

Independent product studio — Austin, TX / Remote

- Build and ship products end to end: mobile, web, game, dashboard, and AI-assisted workflow products from early framing through UX, frontend/mobile implementation, QA, analytics, launch, and iteration.
- **Bearing Fruit —** led product, UX, content strategy, and AI-assisted development for a live React Native / Expo app on iOS and Android, in English, Spanish, and Portuguese. Shipped a growing garden with daily rain-and-sun feedback, guided prayer tools, Bible reading with narrated audio, Scripture memorization, a guided first week run as a holdout experiment, remote publishing for devotionals and short videos, Amplitude analytics, Sentry monitoring, and a Next.js site with a free spiritual gifts test and Christian tradition quiz.
- **Heart Health Mountain:** owned UI/UX, product and game design, and Unity/C# development for a sensor-controlled heart-failure self-care game; named coauthor on nine related journal and proceedings publications.
- **Public data and AI tools:** built TankCurrent, a public lookup that tracks changes in Texas TCEQ storage-tank records, and Record Foundry, four public-record APIs and reports with source evidence; earlier, built SignalFoundry and Contract Hunter, AI workflow tools with deterministic rules, LLM-assisted checks, and human approval gates.
- **Learning and training products:** designed and developed Yogi, a mobile learning app (Unity/C#) that turns one course into five ways to study, including two arcade games, with points, badges, leaderboards, analytics, and lightweight authoring; built CommandSpeed, a spreadsheet-shortcut trainer (Unity/C#) with instruction, guided practice, timed play, and assessment.
- **Run studio operations end to end:** Apple Developer organization, App Store / Google Play release workflows, Expo EAS builds, GitHub/GitLab repos, technical docs, product strategy, branding, analytics, monitoring, QA, and client/research collaboration.

Co-Founder / Lead Product Designer | ClioVis LLC

2016-Nov 2021

EdTech startup — collaborative timeline, mind-mapping & presentation platform — Austin, TX / Remote

- **Led product direction, roadmap, and UX/UI** for an educator/student-facing platform that helped users turn source evidence into visual timelines, map connections among events and ideas, and collaborate in real time.
- **Contributed to the Vue.js frontend** and translated product decisions into implementable experiences with the technical team.
- **Collaborated on a complex real-time architecture** spanning Vue.js, ASP.NET Core Web API, C# project servers, WebSockets, Kubernetes / DigitalOcean, OpenResty/Nginx routing, Redis, and MySQL.
- **Created pitch decks, grant applications, and accelerator materials** for NSF SBIR, MassChallenge, university, and partner opportunities.

Project Manager / Designer / Developer — The University of Texas at Austin

2013 – 2017

Simulation and Game Applications Lab — Austin, TX

- **Led educational, health, and game-based learning projects,** supervising teams of up to 10 digital artists and programmers and coordinating faculty, research, and technical stakeholders.
- **Environ:** led development of an educational game and sustainability simulation (Unity/C#) with policy tradeoffs, global events, resource systems, and interdisciplinary learning design.
- **Heart Health Mountain:** led UI/UX, product design, game design, and frontend/mobile Unity/C# development for the original heart-failure self-care game and later research iterations.
- **Contributed to Alien Rescue and Salamander Rescue;** co-taught a digital media production course covering Adobe Creative Suite, Autodesk Maya, and HTML/CSS.

Independent Designer & Developer — Freelance

2007 – 2017

Education, government, and small-business clients — Austin, TX

- **Designed and built web, graphic, game, and training-simulation projects** — including 3D training simulations for the National Highway Institute and branding/web/digital-media work for Austin-area clients.

Earlier Teaching — JET Programme (Japan) & Chungdahm Learning (South Korea) 2006 – 2010

Ishinomaki, Japan · Busan, South Korea

- **Taught English abroad for four years;** designed interactive lessons and classroom activities that informed later work in learning technologies.

TECHNICAL SKILLS

Product & design: product strategy, UX/UI, information architecture, design systems, user flows, interaction design, Figma, Adobe Creative Suite.

Learning & research: learning experience design, instructional design, learner-centered design, SME collaboration, usability, accessibility, game-based learning.

Engineering: React Native / Expo, TypeScript, React, Vue.js, Unity, C#, HTML/CSS, Node.js / Express, PostgreSQL, REST APIs, SQLite.

Operations: prototyping, QA, analytics, App Store / Google Play releases, content operations, monitoring, AI-assisted drafting and review, human approval gates.

EDUCATION

M.Ed., Curriculum and Instruction - Learning Technologies | The University of Texas at Austin 2013

B.A., English | The University of Texas at Austin 2005

SELECTED RESEARCH & PUBLICATIONS

Heart Health Mountain: Game owner/designer/developer and named coauthor on nine related journal and archival proceedings publications (2016-2025), including a randomized controlled trial in JMIR Serious Games (2021) and a hypertension protocol with Lumbee Tribe participants in Trials (2025).

Coauthor, "Creating a Multimedia Enhanced Problem-Based Learning Environment for Middle School Science: Voices from the Developers" (Alien Rescue), Interdisciplinary Journal of Problem-Based Learning, 2014.