

Design Portfolio

Quickly previewing my
graphic / product / UX designs

John Matula

JM Creative

As of April 2025,
I'm seeking part-time design work
in a remote or hybrid setting in NYC.

4 User experience

User flows / Wireframes and mockups /
Participatory user testing / Design systems and UI kits

10 Product

Team leadership / Technical requirements /
Engineering handoff / Communications and marketing

16 Systems and graphic design

[Brand guidelines](#) / [Digital works](#) / [Printed materials](#)



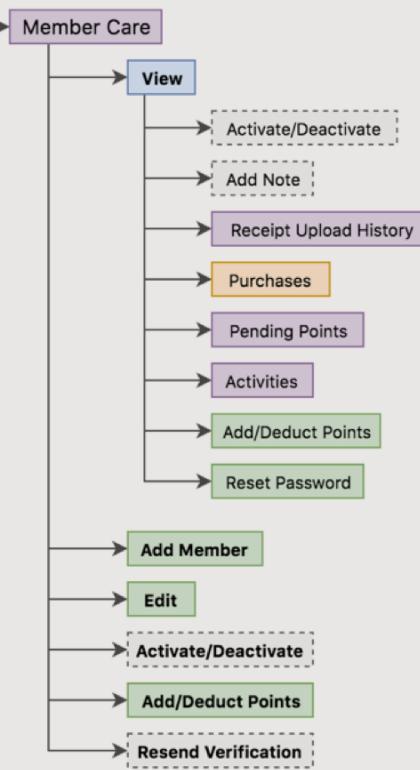
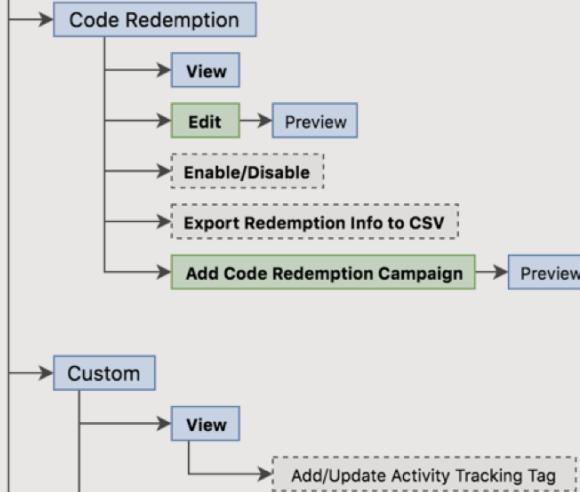
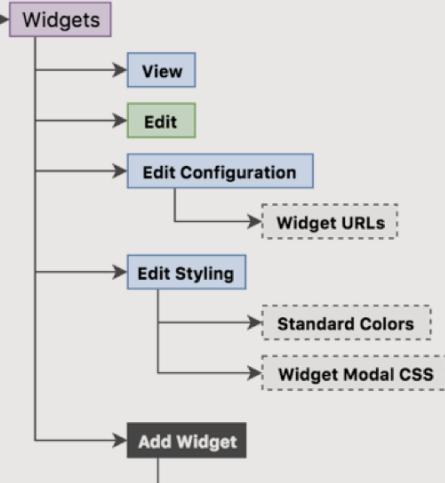
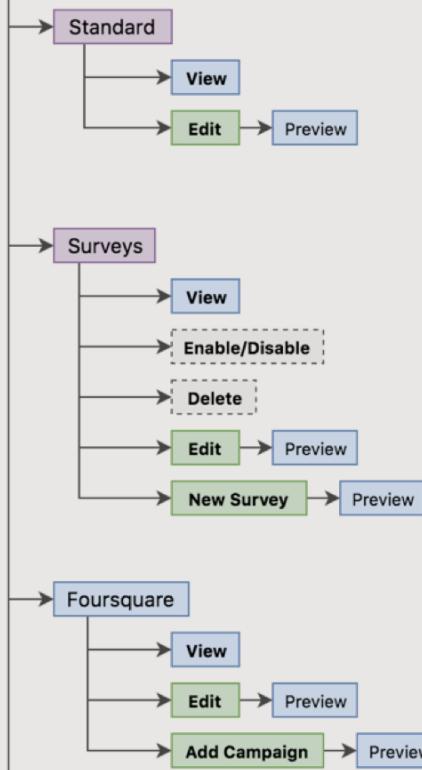
I am a designer.
It's my job to create clear, unfussy
paths that help people reach goals.

Background: A photo of Smarthome, the system I made to work my apartment's lights. This video frame was from a stress test to verify that the iPhone 4 could handle quick taps.

taps to turn on	1 per bulb/set/scene	1/2-scenes	3
available shortcuts in display	up to 14	4	-
décor	blends in via UI and tight integration	X on wall but conspicuous	X
↳ minimum brightness	0.6 nits / 2 lum		
max bril.			
pixel size/PPi of display	640 x 960 px 329 ppi	720 x 1280 259 ppi	- depends on your phone
physical screen size		4.76" W x 5.3" H	
doubles as remote	✓	in app	in app
repurposes old tech?	✓	X	X
home screen	show whatever baby!	4 custom shortcuts + system functions	list of lights (plus full screen ad notifications)
smallest control size (for wall)	3/4" W x 1" H	1/4" W x 1/4" H	-

My design work starts broad.
I consider tech and non-tech pieces
that someone interacts to their goal.

Background: Part of the competitive analysis I put together while building Smarthome. It captured everything from device size to display tech specs, helping me to refine the project.

Program**Activities**

**The technical way I design helps.
I ask lots of questions, from product
constraints to brand needs and latency.**

Background: the information architecture of CrowdTwist's SaaS platform. I put this together to understand the structure of the app I inherited, eventually driving us to work on a comprehensive redesign.

The screenshot shows a website for U-M Conference and Event Services. At the top, there's a header with the time (11:17 PM), date (conferences.umich.edu), and navigation links for Venues, Catering, Enhancements, Accommodations, schedule a Visit, and Contact Us. Below the header, a section titled "Special Events" features the text "See all our venues." and a heading "For the Whole Crowd". This section displays nine thumbnail images of different event spaces, each with a caption: Rogel Ballroom, Ballroom (League), Pendleton, East, Anderson, Courtyard Garden, Kuenzel, Concourse, and Michigan Room (League). To the right of these thumbnails is a button labeled "Show 5 more..." with a right-pointing arrow. Below this section, another heading "For Many" is shown above five more thumbnail images of conference rooms.

**That approach lets me bring
my thinking to complex settings.
It results in especially-robust work.**

Above: for U-M Conference and Event Services, I built a room lookup system. Replacing a manual system, the data is captured right from the group's database, including detailed room capacities and configurations.

Login

ite

nds

Activities that
have "Discard/Removed"

 A photograph of a wall covered in numerous white and pink sticky notes and cards, representing user activities. Some key visible text includes:

- Purchased / Commerce Based (pink)
- Purchased
- Consumer Goods
- Pos Purchased
- Receipt Scanned
- Returned
- Pos Returned
- Voided Return
- Reviewed a Product
- Started Recurring Product Subscription
- Placed Recurring Product Subscription Order
- Joined Email List
- Unsubscribed From Email List
- Added Gender
- Monthly Facebook Fanship
- Discard* (written on a pink sticky note)
- Tier Override
- Read Article
- Read News
- Read Blog
- Watched a Video
- Visited Site
- Clicked Link
- Email Message
- Read Email Message

I test my designs early and often, sharing progress in agile sprints and participatory exercises to verify them.

Background: Card sorting exercise from a UX test at CrowdTwist. It was one of a dozen company-wide tests I ran for the app's first redesign.



LEGO

VIP

HI
JohnVIP POINTS
145

Hi, Carl Kennedy!
1,226 points

Sylvan Learning | Home Activities Rewards More...

Grades K-5 Activity Sheets Jump to...

Grade 1: Adding Sums to 20 20 points

Grade 1: Tangrams & Pattern Blocks 20 points

Expand

WIN A TRIP TO ORLANDO® FLORIDA RESORT!

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I follow the same process with clients, taking in feedback, questions, and custom requests in product-friendly ways.

Above: Two clients' custom reward program websites powered by CrowdTwist's platform. Once I created a "reset" for all the ten-year-old styles used in our platform, I pitched, then built, loyalty sites like these.

Document goals

- Collect a centralized list the operational procedures for each unit
- Discuss the process of a new customer—e.g.: someone wants to sign up for a Group X pass for the semester and have never done it before. What are the steps they complete?
- Point out flaws in that process, describing what would be the “ultimate goal” (even if logical barriers were not an issue)

Group X

- New customer procedure—from the customer standpoint and from an internal standpoint
 - Utilize <https://recsports.umich.edu/groupx> or staff members to get program information.
 - Any registered student or Rec Sports member can purchase an unlimited semester pass in one of our business offices. The pass is set up as a membership, which means it will be automatically loaded onto the individual's MCARD.
 - When purchasing in the office the participant fills out a PNRQ form, signs off on our program policies, and completes a short questionnaire about how they heard about the program & if they are a new participant.
 - The unlimited-pass allows access to all classes in all facilities. Upon arrival to class you are checked in with your MCARD. This verifies you have a Group X pass.
 - E-mail is sent every week for the first few weeks of the semester to notify new members of the policies.
 - The class schedule is also found on the website and there are hard copies located throughout the facilities. The online schedule is a Google calendar that allows us to communicate with the participants about any class changes, and allows the user to add classes to their personal calendars.
 - Day passes can be purchased in the office for \$10/day. They are valid for 24 hours. The participant needs to bring their receipt to class to verify they have a day pass.
- Flaws of process
 - Having to physically come in to purchase and wait in-line is cumbersome.
 - Policies are not clearly communicated.
 - Sales/Fusion functionality is slow, but does allow us to collect a significant amount of data.
 - Day Pass purchasing & verification
- Ultimate goal
 - Online sales
 - Automated communication to the members when purchasing the pass
 - Electronic Pass
 - Would like day pass to load-to-mobed so the participant checks in like an unlimited pass member
 - Group X On-the-Go Information & Request form posted to the website

Fitness & Wellness (Member Services) & Equipment orientations!!!!

- New customer procedure—from the customer standpoint and from an internal standpoint
 - Equipment Orientations
 - Three Waves of Equipment Orientation
 - Semester Kick-off Specific Equipment Orientation-CCRM, NCIB and IMOB (hopefully)
 - Intensity Functional
 - Specific Type
 - Strength, Selectiveness/Functional, Cardio
 - Fill Out Session
 - Name
 - Background
 - Building for Orientation
 - Time
 - Other Questions
 - Fall Semester (on-going)
 - Intensity (Google Form)
 - Member Services Office New Membership or On-Demand
 - Specific Type
 - Strength, Selectiveness/Functional, Cardio
 - Fill Out Form
 - Name
 - Background
 - Building for Orientation
 - Time
 - Other Questions
 - IMOB if not ready for opening Fall
 - Same as Semester Kick-off
- Flaws of process
 - Switch over in Signing Up
 - (Confusing Staff to load These)
 - Confusion between Drop-in Orientation and Signing Up
 - Drop-in, quick 10-30 minute overview everything (unless more time is needed)
 - Signing Up, hour long in-depth background and tailor to needs
- Ultimate goal
 - None

Intramural Sports

- New customer procedure—from the customer standpoint and from an internal standpoint (including fee payment, new team signoff)
- New users
 - To create an iMLeagues account:
- Note* iMLeagues offers a live support button in the top-right corner of all pages, please use this button if you encounter any difficulties.
 - Go to www.iMLEagues.com/umich/Registration
 - Click
 - Go to www.iMLEagues.com and click Create Account
 - Click
 - Go to www.iMLEagues.com and click "Log in with Facebook" if you have a Facebook account with your school email attached - this will automatically create an account, fill in your info, and join you to the school (steps 2-4)
 - Enter your information, and use your School email if applicable (@umich.edu) and submit.
 - You will be sent an activation email, click the link in the email to login and activate your iMLeagues account.
 - You should be automatically joined to your school - if not you can search schools by clicking the "Schools" link

How to sign up for an Intramural Sport

1. Log in to your iMLeagues.com account
2. Click the Create/Join Team button at the top right of your User Homepage page OR Click on the "University of Michigan" link to go to your school's homepage on iMLeagues.
3. The current sports will be displayed, click on the sport you wish to join.
4. Choose the league you wish to play in (EXAMPLE: Men's, Women's, Co-Rec, etc.)
5. Choose the division you like to play in (EXAMPLE: Monday 5:30pm, Tuesday 5:30pm, etc.)
6. You can join the open one of three ways:
 1. Create a team (For team captains)
 1. Captains can invite members to their team by clicking the "Invite Members" link on the team page. Any invited members must accept the invitation to be joined to your team.
 - If they're already registered on iMLeagues, search for their name, and invite them
 - If they haven't yet registered on iMLeagues, scroll down to the "Invite by Email Address" box, and input their email address.
 2. Join a Team
 1. Use the Create/Join Team Button at top right of every page
 2. Accepting a request from the captain to join his team
 3. Finding the team and captain name on division/league page and requesting to join
 4. Going to the captain's playerCard page, viewing his team, and requesting to join
 3. Join as a Free Agent
 1. You can list yourself as a free agent in as many divisions within a league as you'd like. You will be visible to all members of the site and can request to join teams, or post information about yourself so teams can request to add you to their team.
7. How to become an official

- Flaws of process
 - It is a lot of work!
- Ultimate goal
 - Consistent information being displayed on both the iMLeagues website & our recreational sports website
 - Ability to have all of our necessary information (which is A LOT) on the website in a clean-looking way.

Club Sports

- New customer procedure—from the customer standpoint and from an internal standpoint (including fee payment)
 - Decide what Club they want to participate in
 - Contact the Club officer listed on the Club directory page
 - From this point, each Club has a different process
 - NOTE: Due to paying option WILL NOT be a public “button” on the club sports page
- Flaws of process
 - Because we have such variance from team to team, we don't offer an in-depth process for any individual Clubs. This could be considered a flaw, but I think it's probably the best option and the one that creates the lowest potential for issues
 - Need a space to have FAQs or information for prospective club participants
- Ultimate goal
 - Provide general information for people who are interested in Club Sports
 - A location for team publicity
 - Most important, essential information
 - 31 Club Sports
 - Student led and run, Sponsored: Student Organizations that provide leadership opportunities for UM students. These student officers are responsible for the day-to-day operation and management of each club, in cooperation with Recreational Sports
 - Participation includes practice and intercollegiate competition on a national scale

Outdoor Adventures Trips

- New customer procedure—from the customer standpoint
 - Visit website, learn about trips in general
 - Choose a trip to learn more about
 - Choose to go on a trip
 - Sign up and pay online
 - Get info about pre-trip meeting
- Flaws of process
 - There's lots of info in a few different places
 - Hard to keep info-consistent and organized
- Ultimate goal
 - Make it easy for students to learn about trips
- OA Rentals
 - New customer procedure—from the customer standpoint (like the inquiry form)
 - Visit website to learn about rentals
 - What is available
 - Prices
 - Terms/Conditions for rentals
 - Hours for pickup and return
 - Flaws of process
 - Many customers want special treatment
 - Being closed T & W is always a problem with staying open
 - Ultimate goal
 - Customers have good info about available rentals

Facility Rentals

- New customer procedure—from the customer standpoint
 - Customer finds all information on website with Rec Sports
 - Customer fills out Rental Request Form
 - Rec Sports processes Rental Requests via email to customer
 - Customer reviews contract, signs and confirms
 - Rec Sports completes and finalizes
- Flaws of process
 - Website does not yet provide enough detailed information about each facility
 - Rental Request Form: Online and waste time calling/online and wasting information. This delays our ability to book
- Ultimate goal
 - Customer finds enough information
 - Understand the rental process
 - Decide which facility to rent
 - Complete the Rental Request Form
 - Collect enough information from customer to generate a rental contract without requiring additional questions. (Could get to a point where we always need more follow-up due to lack of information)
- New Rental Request Form: Fields
 - NOTE: Good example of a form that I like to use: reservations/reserve-a-space
 - Event Times:
 - Set up begin
 - Event begin
 - Event end
 - Clean up end
 - Number of Days / change to Schedule
 - One-Day Event
 - Multiple-Day Event
 - Semester/Season Recurring
 - Date / First Choice
 - Start Date
 - End Date
 - Days of Week
 - Second Choice
 - End Date
 - Days of Week
 - Date / change to the following setting
 - Meets / Seated meal
 - Digital
 - seating Practices
 - seating Games or Tournaments
 - on-site / Group Gathering
 - In-house
 - Other / open ended
 - ability to select more than one
 - there is additional formating in our database
 - Admissions / disclaimer that this cannot happen in our building
 - Food and Beverage Details - list what will be on-site
- Comments - change to "Describe problem"
- Additional questions to include

I'm effective in my design work for two reasons: I interpret teams' feedback and I listen to the way it's provided.

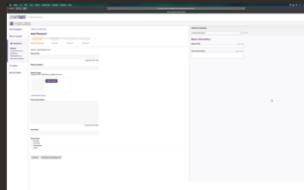
Background: Business needs and website concerns I collected from each unit within University of Michigan Rec Sports. The sprawling notes were used for the group's site redesign, launching in 2017 and still live in 2025.

Personal Trainer

- New customer procedure—from the customer standpoint
 - None
- Flaws of process
 - None
- Ultimate goal
 - Trainer Bio on the website

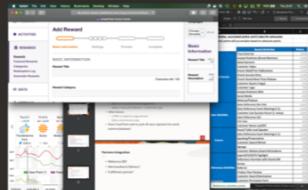
Responsive design embraces the “unknown”

Will our users be using a moderately-sized laptop display or a large secondary monitor?

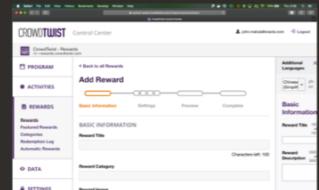


13

Will our users be multitasking heavily while using our site, or will users be focused?

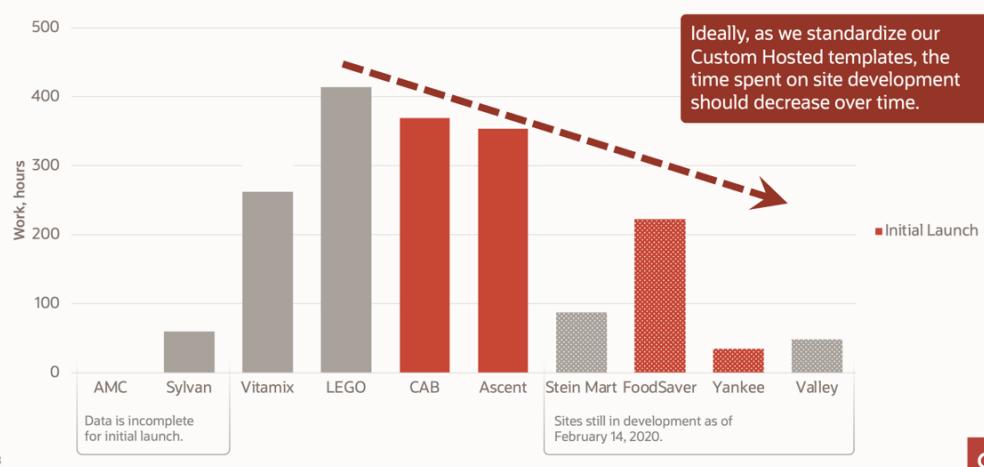


Will our users make use of website zooming, display scaling, or screen sharing that affects available space?



O

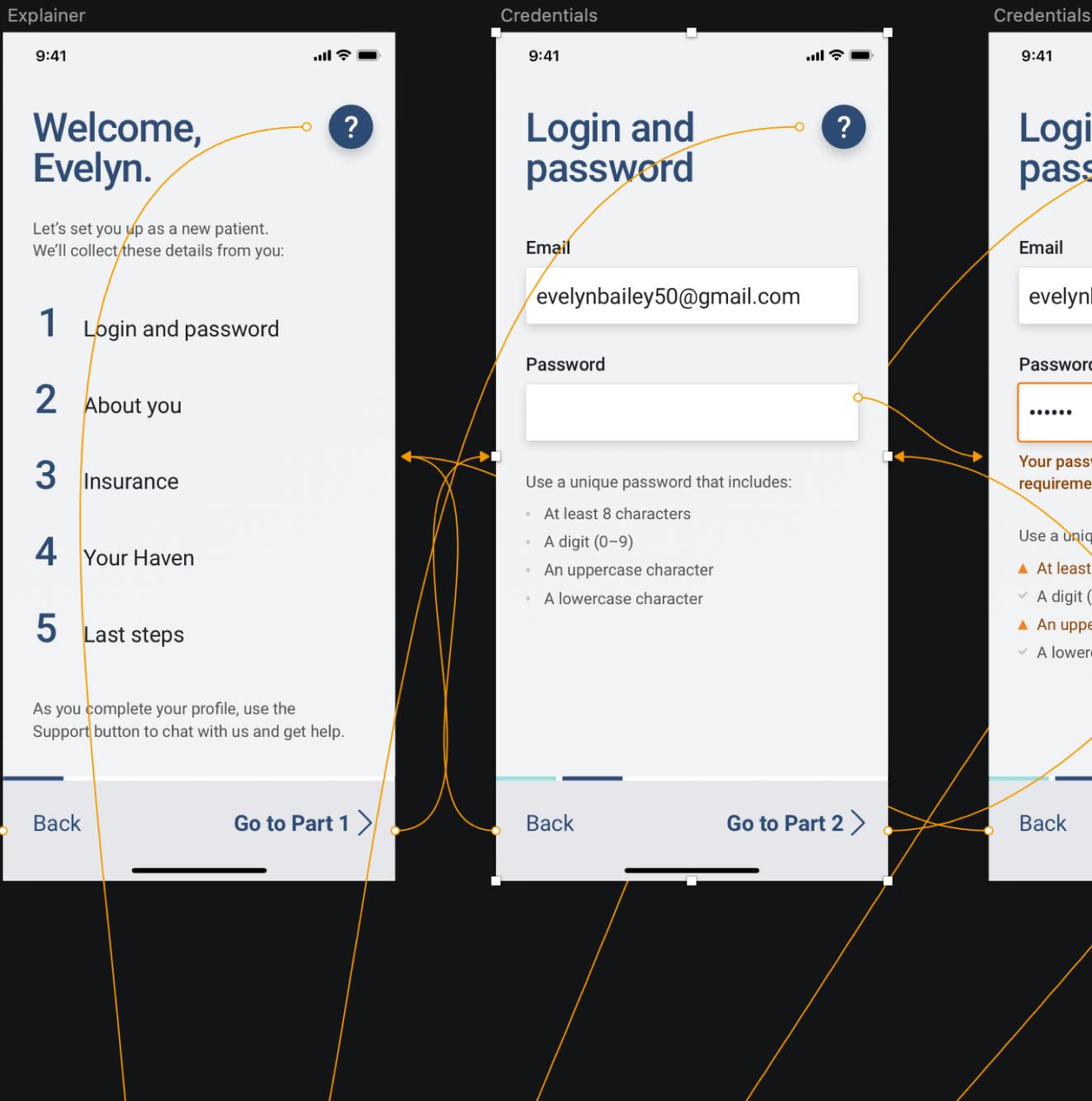
Custom Hosted Solutions initial launch work since December 2018



O

I tweak tone and topics between different teams so that conversations are rich, effective, and persuasive.

Above: Slides from CrowdTwist to support my design team of two. I vouched for ourselves in many ways: at top is a seminar for improving engineers' front-end skills; at bottom is time tracking for executives.



To effectively share my work,
I communicate and ask for feedback —
more design to help out my design.

Above: Wiring of a prototype for a sample telehealth project.
I used them at all my jobs to collect product feedback from users
and office folks who I can pull aside for a couple minutes.

The screenshot shows a web browser window with a header for 'CROWDTWIST' and navigation links for 'Spaces', 'People', 'Create', and '...'. The main content is a Confluence page titled 'Work Queue' under 'User Experience and Design'. The page is created by John Matula on May 13, 2019. A sidebar on the left contains icons for search, spaces, people, and more. The main area displays a table of tasks:

Ticket	Description	Target Date	Status	Designers	Comment
<input checked="" type="checkbox"/> CH-30	Vitamix Widget Image Templates	15 May 2019	Backlog		
<input checked="" type="checkbox"/> CH-31	LEGO Widget Image Templates	17 May 2019	Backlog		
<input type="radio"/> PROS-3211	Enable/disable support for batch push	22 May 2019	Feedback	@ John Matula	Discuss with Product about combining integrations
<input checked="" type="checkbox"/> PROS-4379	SFTP for Batch User Creation	22 May 2019	Feedback	@ John Matula	Discuss with Product about combining integrations
<input checked="" type="checkbox"/> PROS-4380	SFTP for Batch POS	22 May 2019	Feedback	@ John Matula	Discuss with Product about combining integrations
No ticket	Account Merging	30 May 2019	Backlog		
No ticket	Polls and Quizzes	12 Jun 2019	Backlog		

On the right side, there are several cards with task details:

- PROS-6721: As a client, I would like the ability to utilize additional fields for creating client defined segments.
- PROS-6704: As a client, I would like the ability to exchange a file of rewards for different types of redemption.
- CH-27: Vitamix: Test S
- DIO-813: As a client, I would like to configure my program to support multiple languages for email
- Reward Inventory Management
- Real-Time Segmentation
- PROS-7055: As a client success manager, I would like to have archived bonus

In distributed settings, I proactively communicate so that remote and global teams easily stay in sync.

Above: A screenshot of CrowdTwist's work queue Confluence page. Being a small team, I needed to keep track of parallel tasks — certainly for myself, but also so I could keep the company aware of my work.

Why BigCo?

Today, the in-store experience remains anonymous, impersonal and dated.

Stores only know their customers when they check out at the register.

People who buy nothing are never identified, as if they never visited.

BigCo knows your customers as they arrive and gives your store the ability to talk to them.

Create brand touchpoints

When they arrive, your customer scans a QR code, and they start a conversation with your brand.



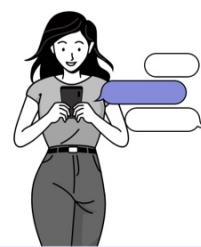
Create brand touchpoints

When they arrive, your customer scans a QR code, and they start a conversation with your brand.

Identify your customer



Store associates are notified as customers arrive. They use prescriptive recommendations and customer profile info to help tailor each customer's experience.



Build customer relationships

Using personalized automation and real human conversation, your store connects with your customers as they shop and after they've left.

Experienced in customer experiences.

Built by a loyal marketing team.

BigCo's SMS messaging platform is built upon 10+ years of customer experience and market insights.

Success and an acquisition as proof.

CrowdTwist, the loyalty program platform founded in 2010, was acquired by Oracle in 2019.

Build your brand where your customers are.

Your store.

[Request a Demo](#)



Why BigCo?

Contact Us

Privacy Policy / Acknowledgements

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With my marketing and product background, I pitch clients my designs myself, with honest, clear expectations.

Background: A client's marketing website with the intent of a VC pitch deck in the package of a mini brand website. I wrote the copy and reviewed it with the company while working on their visual brand.



Using personalized automation and real human conversation, your store connects with your customers as they shop and after they've left.

Mobile iPhone 4S, 5S, SE • 320 px



The LEGO VIP logo acts as a home link.

Mobile iPhone 7, 8, X; Samsung Galaxy S8 • 375 px



Mobile 480 px



Tablet narrow browser window; split screen tablet (portrait) • 640 px



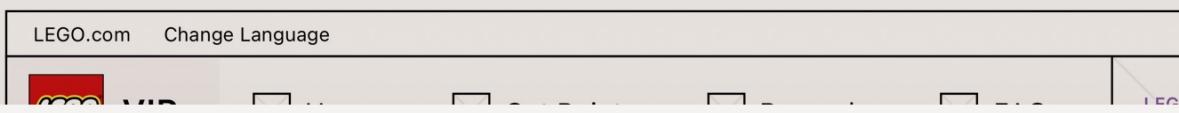
Tablet

Samsung Galaxy Tab S4 (portrait); iPad (portrait) • 800 px



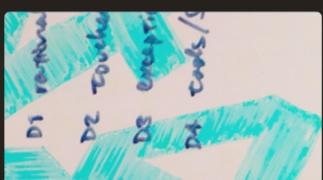
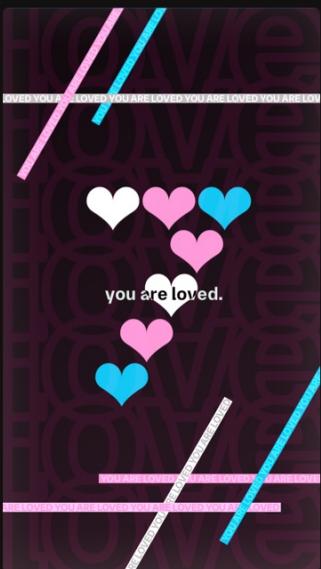
Tablet

medium bro



**With my systems background,
design kits, libraries, templates, and
interfaces handle future needs easily.**

Above: LEGO's VIP Rewards website included portions that needed to stay in sync with the brand's main site. I spelled out responsive design behavior and temporary solutions for the team based in London.



**With my visual design sense,
I bring craft I've practiced for years
to new places to push myself further.**

Above: Some of my 2025 weekly calendar so far. Each one includes the week number and is created using only my phone. It's the fun thing that's helped spark new ideas and tricks at work.

CROWDTWIST Control Center

Left-align all text in this container.

Do not use Freight Sans anymore.
Default to the system font stack
(or at least Helvetica Neue).

font-size: 24px;
font-weight: 700;

Log In to Control Center

Add `autofocus` attribute to this input so that a user doesn't have to click to highlight this field on page load.

Email

Move "Forgot password?" link to the left of the Log In button.

Forgot password?

Avoid using floats in this layout.
You should use `display: flex` to more reliably layout these buttons.

font-weight: 500;

With my technical expertise, I talk with engineering and admins myself to ensure my designs will work.

Above: An annotated mockup of a CrowdTwist product feature, one that added multifactor authentication to the platform's login page. The notes call out special behavior, tiny clean-ups, and front-end tips.

M AUXILIARY MARKETING Dining Digital Hub

	Fortitude for a foggy morning. #umichnoms #udis #glutenfreemuffin #englishteaimebaby	5 active users 2 devices
	Ramen. #meatlessmonday #umichnoms #ramen #ramennoodles	621 sessions today 2,142 pageviews 3.449 pages/session
	18,289 sessions since December 6 37 seconds ago	RT @Andrew_@MichiganDining An amazing dinner and atmosphere tonight at No Quad Dining. #bestbrusselsprtsnever

T

Altogether, my blend of designer-leader-engineer-counselor-marketer-sysadmin means I can help offices back to front.

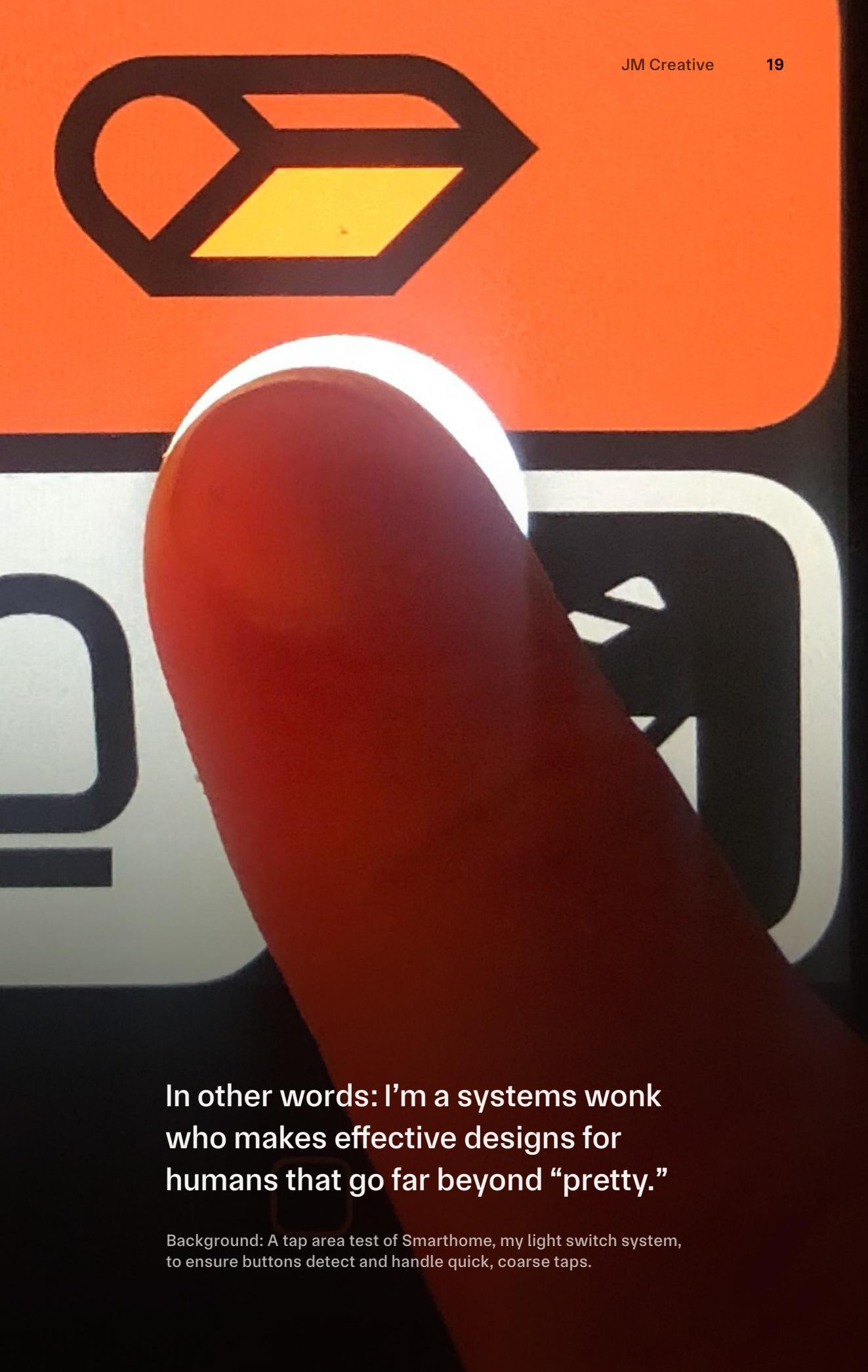
Background: a dashboard screen sampling Michigan Dining's marketing. It brought alignment between marketing, servery and operations staff, facilities, retail managers, catering, chefs, and nutritionists.

Altogether, my blend of designer-leader-

engineer-counselor-marketer-sysadmin

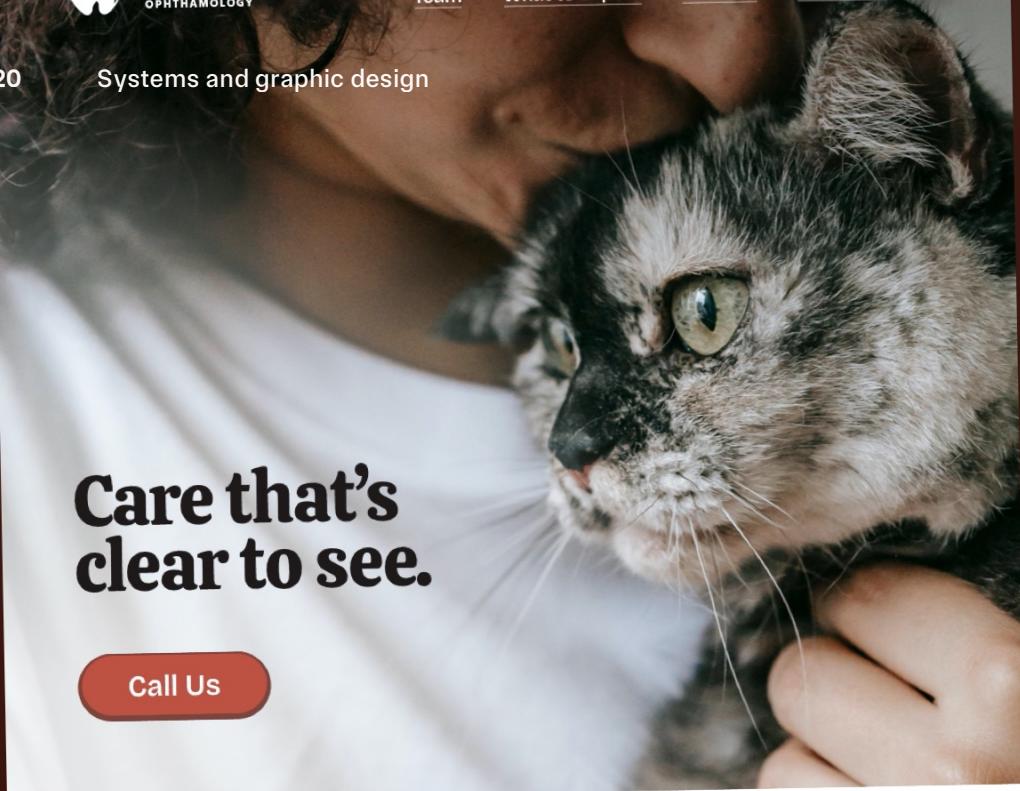
means I can help offices back to front.

Background: a dashboard screen sampling Michigan Dining's marketing. It brought alignment between marketing, servery and operations staff, facilities, retail managers, catering, chefs, and nutritionists.



In other words: I'm a systems wonk
who makes effective designs for
humans that go far beyond "pretty."

Background: A tap area test of Smarthome, my light switch system,
to ensure buttons detect and handle quick, coarse taps.



Care that's clear to see.

[Call Us](#)**Address**

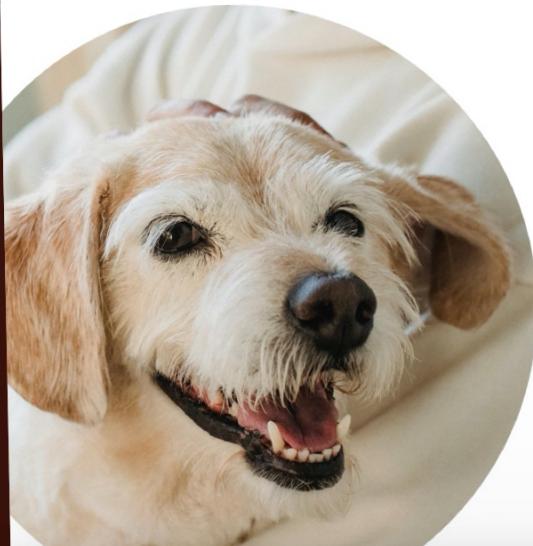
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**We help pets
and their families
live their best lives.**

Our board-certified, highly trained group of veterinary ophthalmologists provide gentle care for your pet, top-tier communication with your general vet, and assurance for you.

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**I love systems and design.
They make an incredible combination
that helps people. That's what drives me.**

Above: A mockup of a local veterinarian ophthalmologist's website redesign. The improvements to their site were all made with free and open-source materials to keep the project cost down.

Smarthome
website with tech book and look book

Steakholder Rewards
CrowdTTwist website

9:41

Health Haven
UX case study

Dining Digital Hub
demo video

JM Creative
brand guidelines

john@johnmatu.la
or (740) 258-9347

