

Design Portfolio

Quickly previewing my
graphic / product / UX designs

John Matula

JM Creative

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JMLLC-SAMPL-20250413

As of June 2025,
I have returned to NYC
to pursue higher education.

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

14 Systems and graphic design

Brand guidelines / Digital works / Production systems



I am a designer.
I create clear, unfussy paths
that help people reach their 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 the iPhone 4 could smoothly handle quickly-fired taps.

✓
taps to
turn on

available shorts
in display
decor

↳ minimum
brightness

max brtce

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?

✓

✗

✗

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

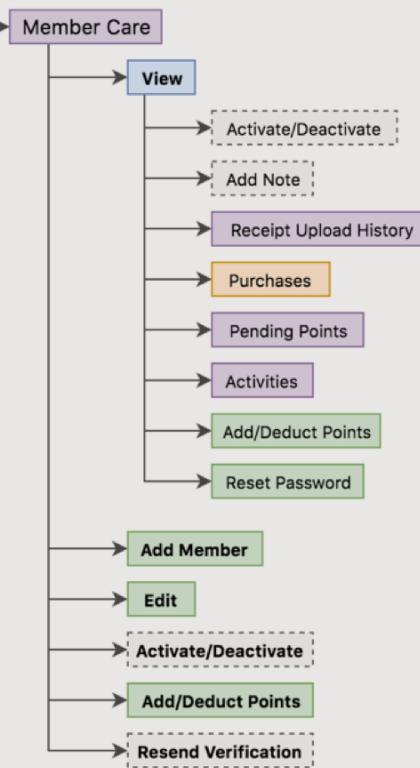
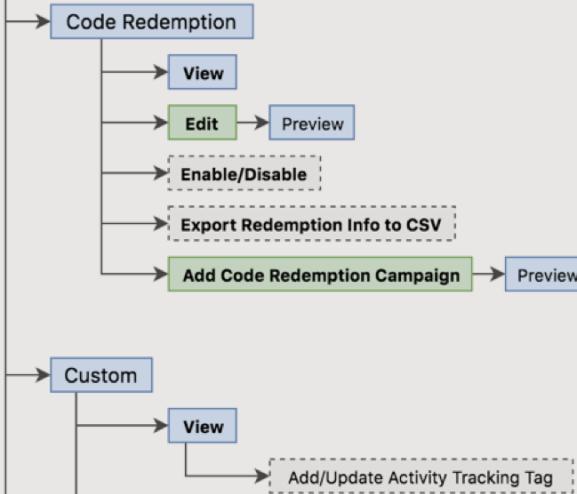
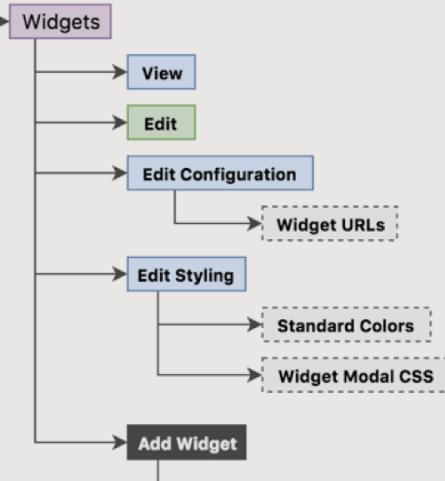
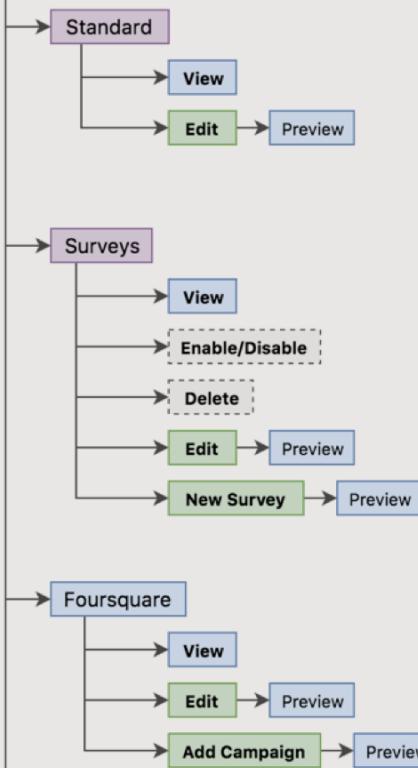
1/4" W x 1/4" H

display

costs
no

When I start out on work, I go broad.
I think about a design's goal from
both tech and non-tech perspectives.

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**

**That describes me: tech and non-tech.
It means I ask a range of questions: from brand and product needs to API 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 mobile browser displaying the University of Michigan Conferences website. 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 search bar includes filters for Show All, Maximum capacity, and Capacity: largest t... A section titled "Special Events" features the heading "See all our venues." followed by a grid of nine images representing different venues: Rogel Ballroom, Ballroom (League), Pendleton, East, Anderson, Courtyard Garden, Kuenzel, Concourse, and Michigan Room (League). A "For Many" section shows five more venues. To the right of the grid, there's a button labeled "Show 5 more..." with a circular arrow icon.

Starting thoroughly like that
leads to good work. It makes me
especially suited for complex settings.

Above: I designed University of Michigan Conferences website, including room lookup with data I'd cache from their venue management software. I supplied the image templates, too. It's been live for the last nine years.

Login

ite

nds

Activities that
have "Discard/Remove"

Joined Email List
Unsubscribed From
Email List

Added Gender

Purchase / Commerce Based

Purchased
Consumer Goods
Pos Purchased
Receipt Scanned
Returned
Pos Returned
Voided Return
Reviewed a Product
Started Recurring
Product Subscription
Placed Recurring
Product Subscription
Order

Monthly Facebook
Fanship

Discard

Could be made
into
Custom Activity
Read Article
Read News
Read Blog
Watched a Video
Visited Site
Clicked Link
Email Message
Read Email Me

Tier Override

I test my designs early and often,
sharing progress in agile sprints and
verifying decisions in hands-on tests.

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.

Mobile Phone
Removed



LEGO VIP

Hi
JohnVIP POINTS
145

When clients are part of the picture,
I promote our product faithfully while
proposing designs and features.

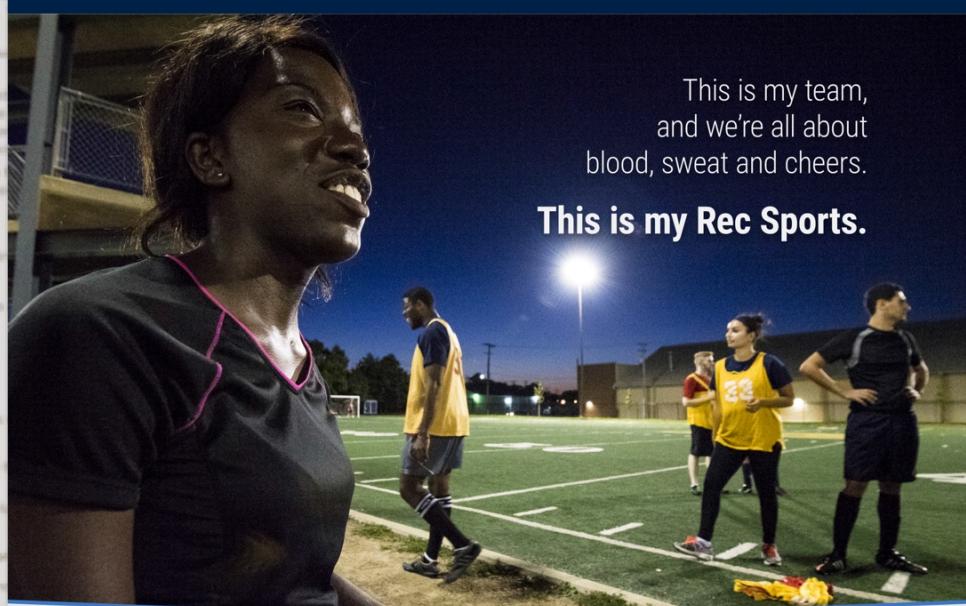
Above: Two clients' custom reward program websites powered by CrowdTwist's platform. I had to create a "style reset" for its components in order to confidently pitch (and ultimately build) these sites.

- Go to www.umrecsports.com/JuniorRegistration
- OR
- Go to www.umrecsports.com and click "Create Account"
- OR
- Go to www.umrecsports.com and click "Log in with Facebook" if you have a Facebook account with your school email address. This will automatically create an account, this is the easiest way to sign up.

Giving Employment Places Hours Notices Store



Individuals Teams Colleagues



This is my team,
and we're all about
blood, sweat and cheers.

This is my Rec Sports.

LOCATIONS AND HOURS

CCRB
Open until 10 pm

IMSB

NCRB
Open until midnight

Coliseum

Elbel Field
Open until 8:30 pm

Mitchell Field

Palmer Field

Radrick

INDIVIDUALS

Group-X >

Buy a Pass

Class Schedule



Be your best you.

Take an ordinary fitness class, spice it up with unlimited variety and add a healthy dose of support and encouragement. Think Zumba, yoga, cycling, cardio,

I'm particularly effective because of two things. I seek out folks' feedback, and I pay attention to how it is provided.

Behind: Sprawling notes from one-on-one meetings with each of U-M Rec Sports's units. Forward: The outcome from those notes and interpretations, a function-filled, maintainable website, live since 2017.

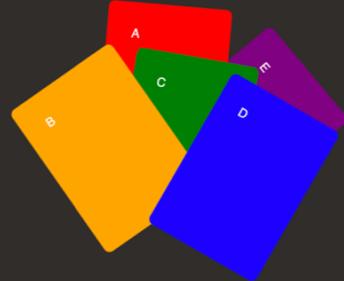
Personal Training >

What about this one? 🤔

- In this example, some cards are nested (ignore the physical impossibility of that sentence).
- What happens now?
- The order is **D → B → C → A → E**
 - Unexpected? That's because we need to discuss *stacking contexts*

```
<div class="card a">
  <div class="card b"></div>
  <div class="card c"></div>
</div>
<div class="card d"></div>
<div class="card e"></div>
```

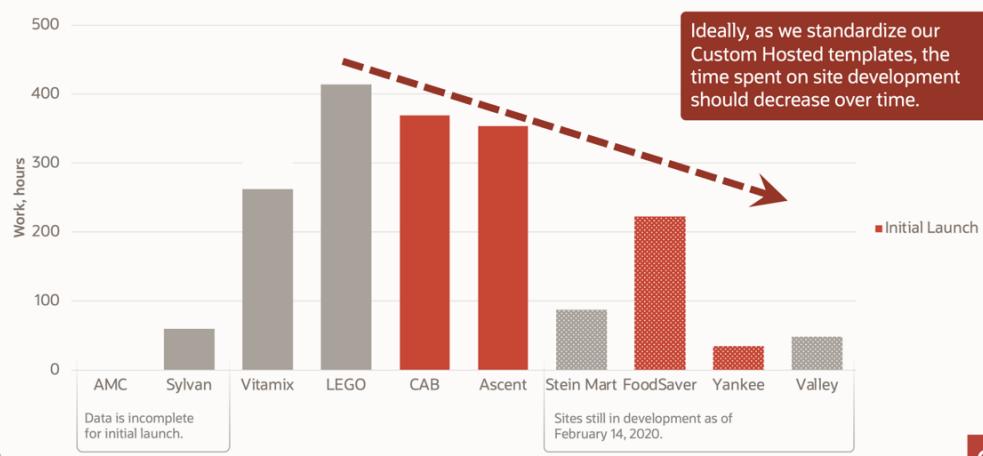
element	z-index
a	4
b	50
c	0
d	5
e	0



26

O

Custom Hosted Solutions initial launch work since December 2018

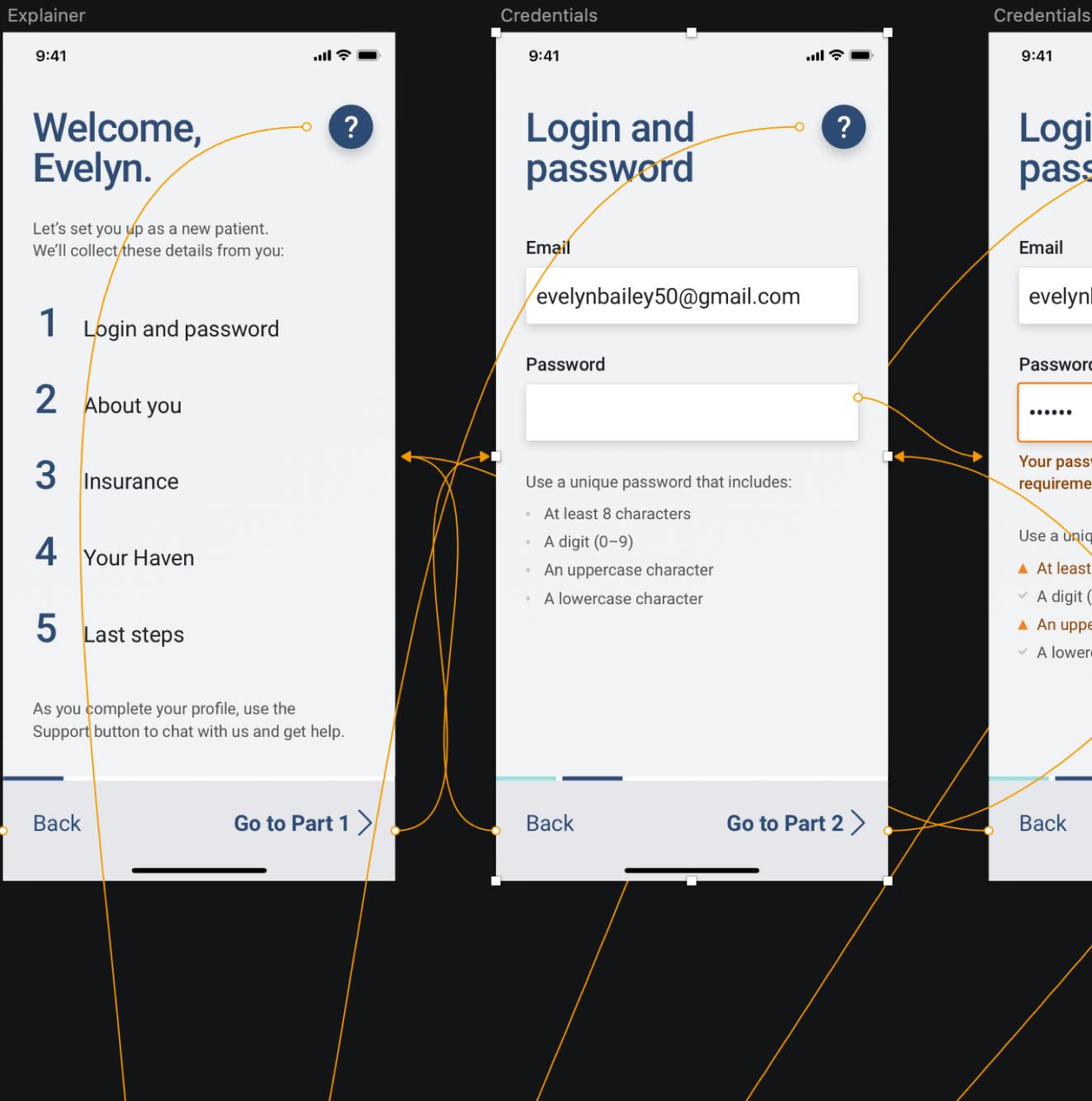


8

O

Once more, for emphasis —
I pay attention. It's how I discuss topics well and use the right tone with groups.

Above: Slides from CrowdTwist to support my design team of two. At top is a seminar for improving engineers' front-end skills to allow richer product features; at bottom is time tracking for executives.



That attention helps when I test, using sketches and prototypes to collect honest feedback across a whole org.

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 red and orange abstract background. The address bar reads "tools.crowdtwist.com/wiki/display/PRO/Work+Queue". The page title is "Work Queue". A sidebar on the left contains icons for Pages, Spaces, People, Create, and more. The main content area has a header "Pages / Product Home / User Experience and Design". Below it is a section titled "Work Queue" with a sub-section "Queue". A table lists various tickets with columns for Ticket, Description, Target Date, Status, Designers, and Comment. To the right of the table, several completed tasks are listed under "Last 10 completed". The bottom of the screen shows a Mac OS X dock with various application icons.

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		

Last 10 completed

- 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 reward redemptions 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
- PROS-7055 As a client success manager, I would like to have archived bonus

I'm proactive like that even in distributed settings. I keep remote and global teams in sync and included.

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.



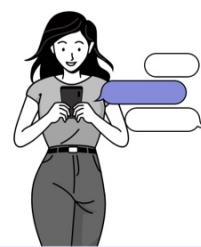
Create brand touchpoints

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](#)

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With my marketing and product background, I pitch clients my designs myself and set crisp, 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



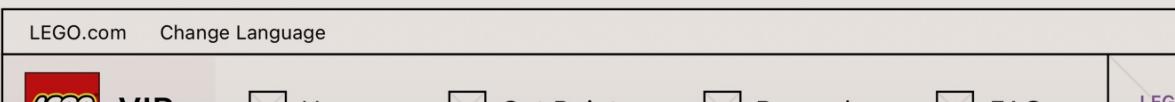
Tablet

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



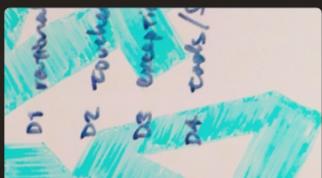
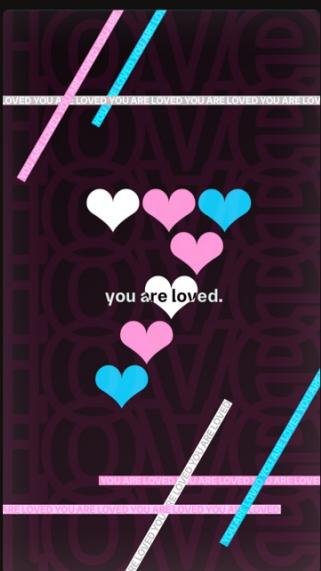
Tablet

medium bro



**With my systems background,
I make design kits, libraries, templates,
and interfaces that can flex in the future.**

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 client team based in London.



**With my visual design sense,
I bring a craft I've practiced for years
to new places to keep me fresh.**

Above: Some of my 2025 weekly calendar so far, a weekly habit with two rules: it has to include the week's number, and I can only use tools on my phone to make it. Thanks to it, I've learned some new tricks!

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.

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

`font-weight: 500;`

Forgot password?

**With my technical expertise,
I talk with engineering and admins
myself to ensure that my work works.**

Above: An annotated mockup of a CrowdTwist product feature.
The notes call out special behavior, tiny improvements, and CSS tips.
They're short and crisp to match the team's smart, no-fuss style.

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

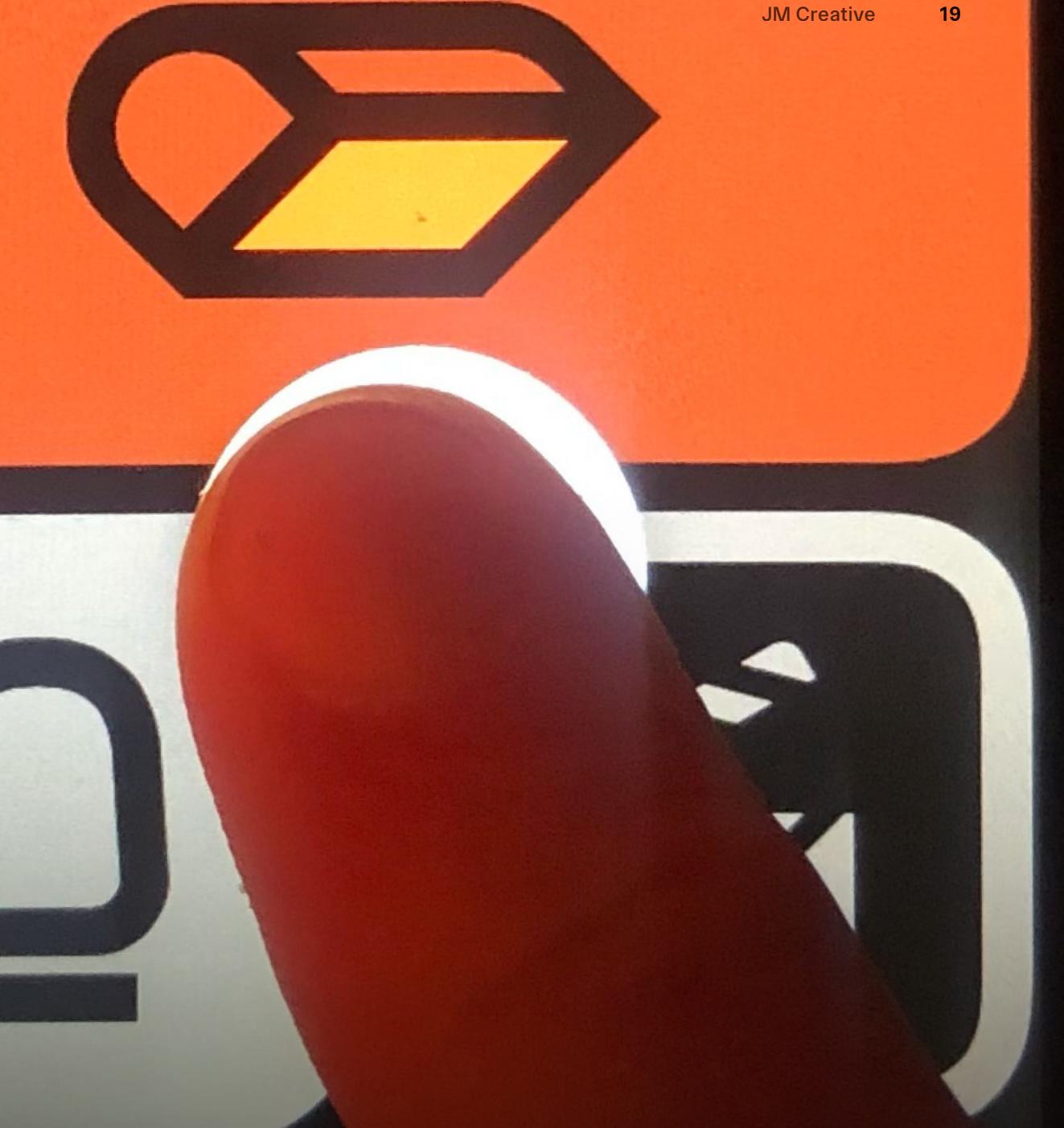
T

Altogether, my blend of designer-leader-engineer-marketer-sysadmin-counselor means I can help inside and out.

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-marketer-sysadmin-counselor means I can help inside and out.

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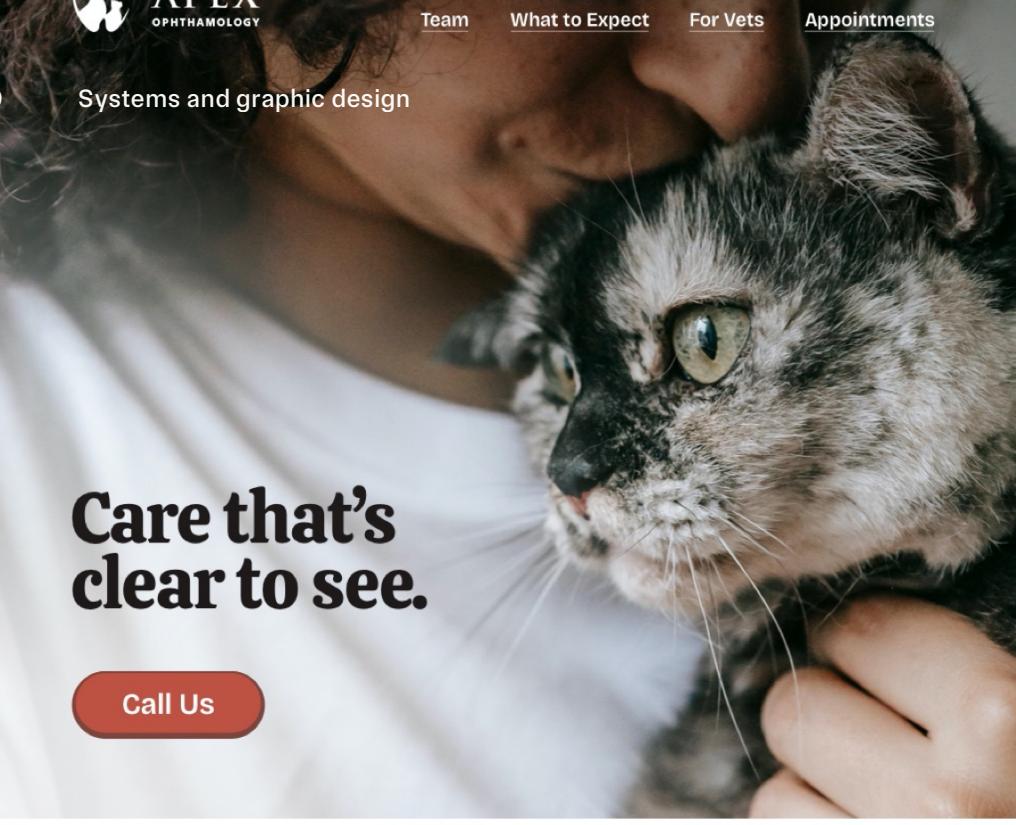


**It's incredibly satisfying to do that,
being the systems wonk I am. It's rich,
thoughtful work way beyond "pretty."**

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

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Systems and graphic design



Care that's clear to see.

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Spry Orthopedics
7100 S Clinton St
Centennial, CO 80112

Hours

Monday to Friday
8:00 am to 5:00 pm

Contact

(720) 810-5480
eyes@apexvetss.com



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.

[Request Appointment](#)

Systems that are designed well hold real power to impact and help. That's what it's all about.

Above: A hi-fi mockup of a local veterinarian ophthalmologist's website redesign. Its calm and gently friendly take reassures parents thinking about special vet procedures for their pets.

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



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