

# Design Portfolio

Quickly previewing my  
graphic / product / UX designs

John Matula

JM Creative

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**Samples of client and product work are presented as illustrative examples.  
Product designs and all trademarks are property of their respective companies.**

**JMLLC-SAMPL-20250513**

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



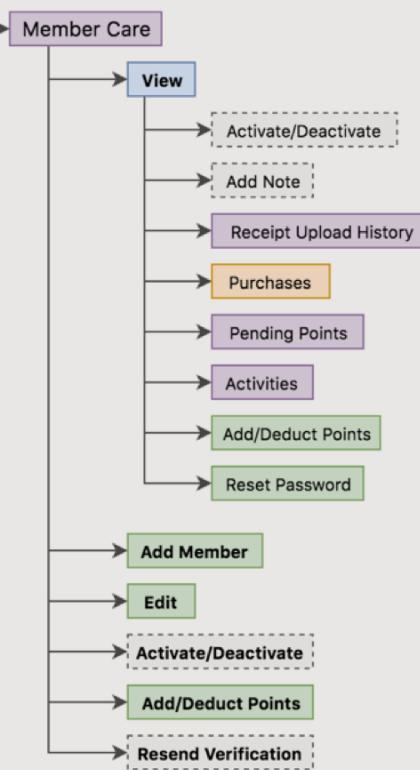
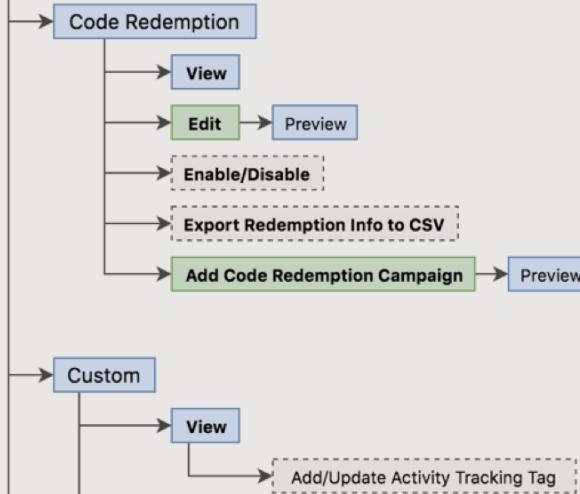
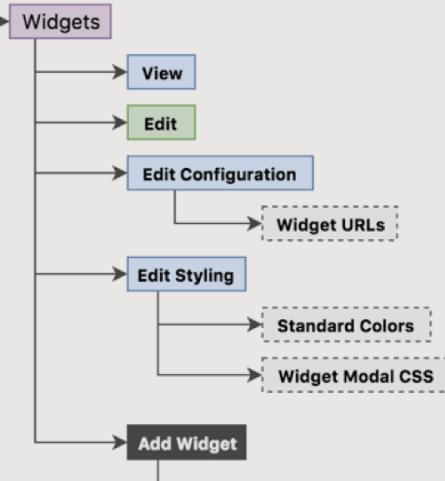
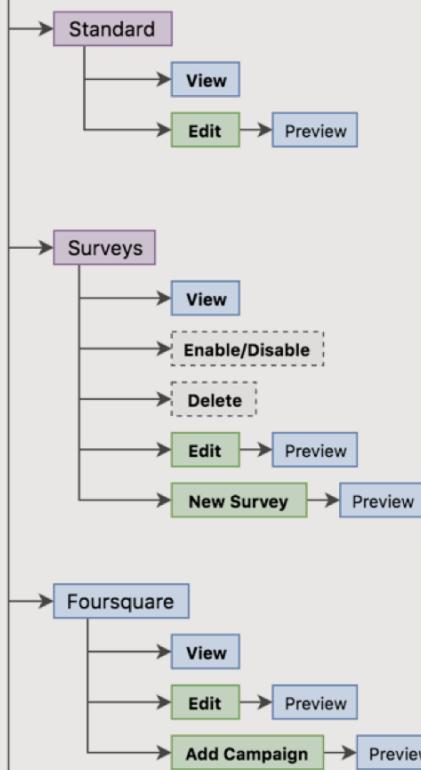
I am a designer.  
It's my job to create clear, unfussy  
paths that help people reach goals.

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	
double 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	-

To suit a design's goal, my work starts out broad. I consider how tech and non-tech things affect it.

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.  
I ask lots of questions, from brand needs  
and product constraints 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 web browser displaying the University of Michigan Conferences website at [conferences.umich.edu](http://conferences.umich.edu). The page is titled "Special Events" and features a header with "11:17 PM" and "conferences.umich.edu". Navigation links include "Venues", "Catering", "Enhancements", "Accommodations", "schedule a Visit", and "Contact Us". A search bar with dropdown filters for "Show All", "Maximum capacity", and "Capacity: largest t..." is present. The main content area is titled "See all our venues." and includes sections for "For the Whole Crowd" and "For Many". Each section contains several thumbnail images of different event spaces, such as the Rogel Ballroom, Ballroom (League), Pendleton, East, Anderson, Courtyard Garden, Kuenzel, Concourse, Michigan Room (League), and others. A button labeled "Show 5 more..." with a right-pointing arrow is visible.

**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 cached from their venue management software. It's been running 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 Message

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

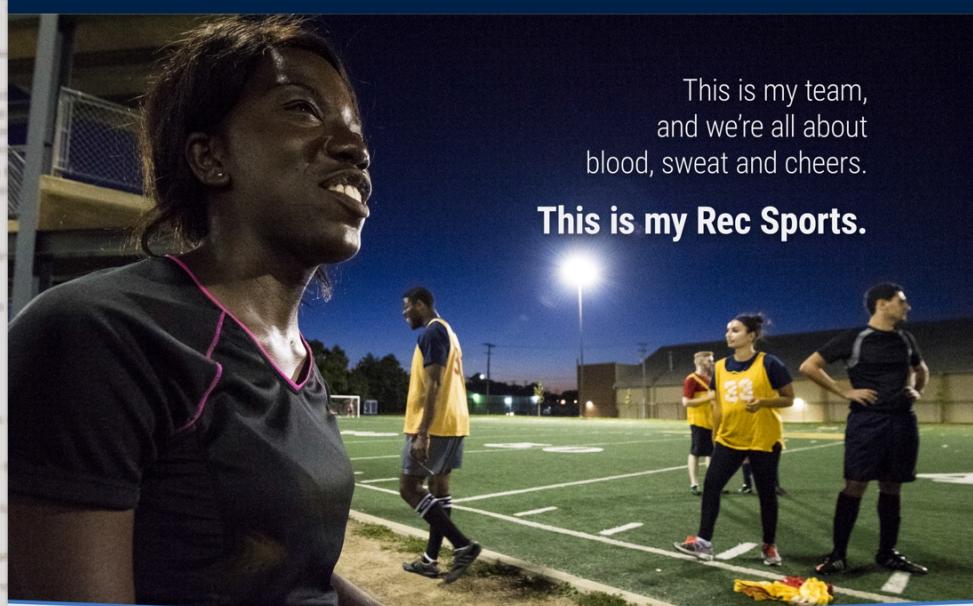
HI  
JohnVIP POINTS  
145

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.



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,

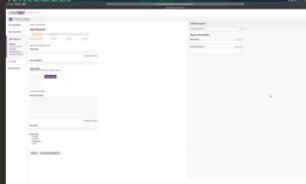
**I'm particularly effective because of two things: I interpret folks' feedback, and I pay attention to how it is provided.**

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.

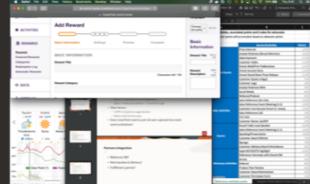
Personal Training >

## Responsive design embraces the “unknown”

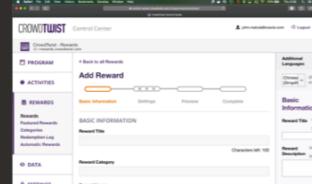
Will our users be using a moderately-sized laptop display or a large secondary monitor?



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



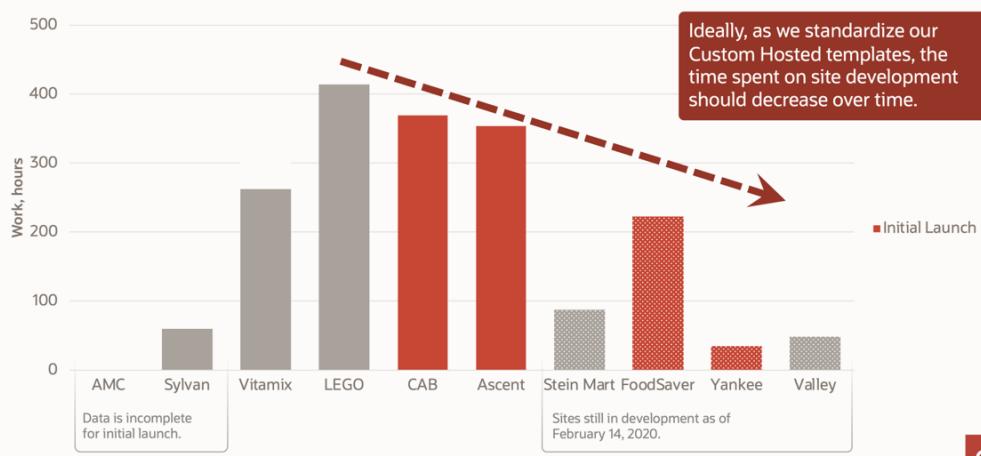
Will our users make use of website zooming, display scaling, or screen sharing that affects available space?



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## Custom Hosted Solutions initial launch work since December 2018

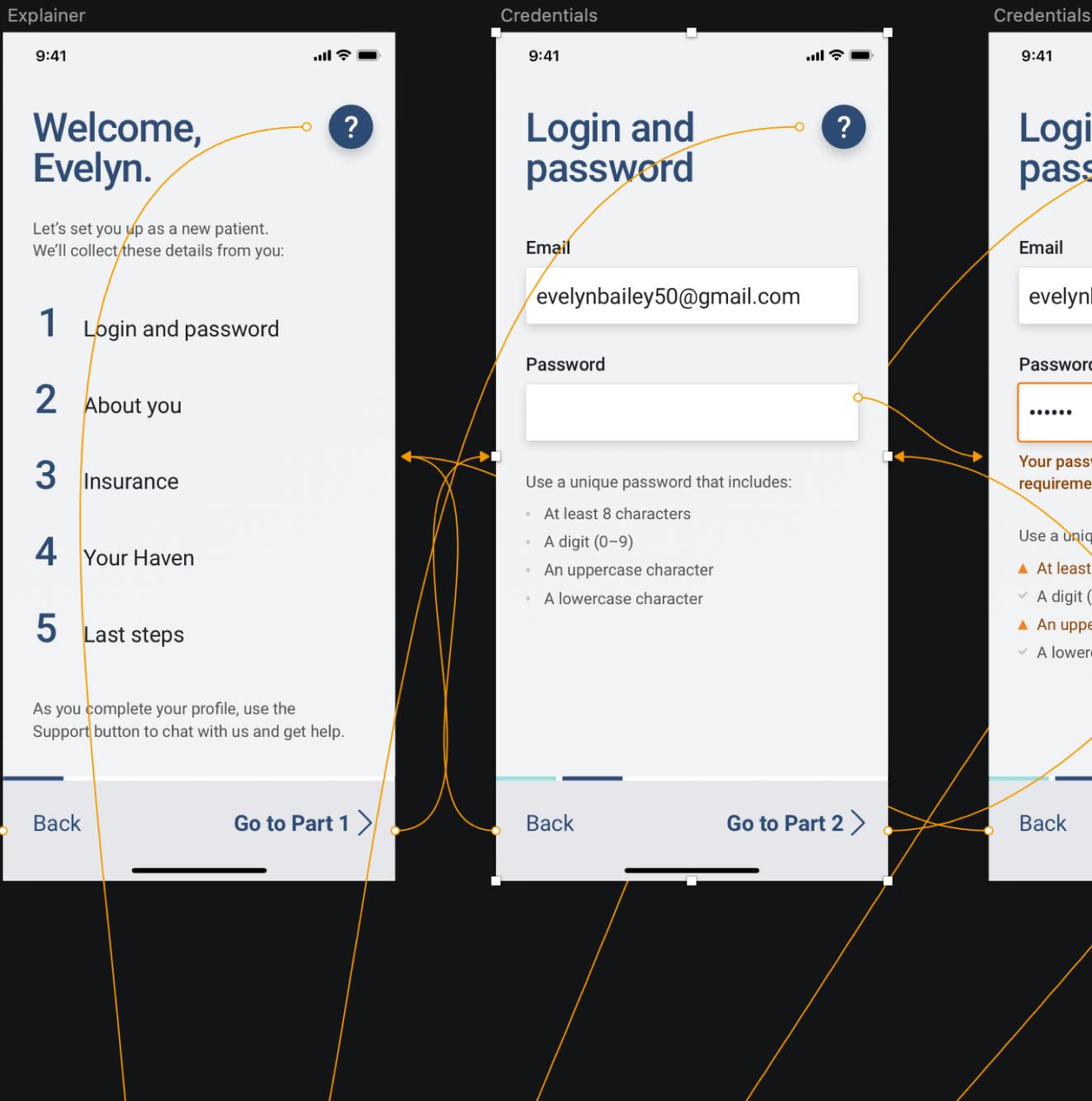


8



I pay attention. It's how  
I communicate topics in ways  
that are just right for a given group.

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.



I also communicate when I test, sharing sketches and prototypes and refining my work with feedback I get.

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 has a sidebar with 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 is a sidebar titled 'Last 10 completed' with several items listed:

- 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
- Reward Inventory Management
- Real-Time Segmentation
- PROS-7055: As a client success manager, I would like to have archived bonus

Even in distributed settings,  
I'm proactive. I keep remote and  
global teams included and 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.



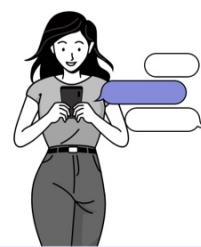
## Create brand touchpoints

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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## Create brand touchpoints

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

**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



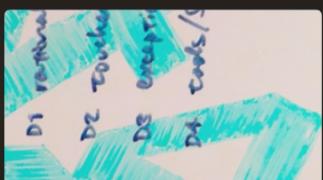
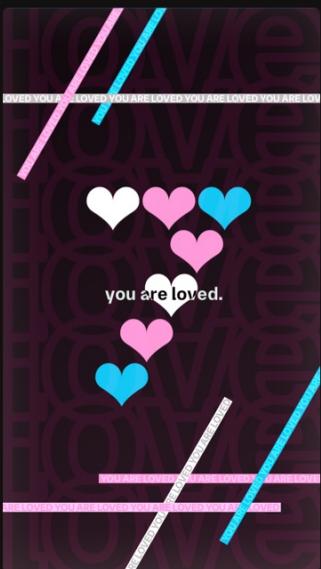
Tablet

medium bro



**With my systems background,  
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 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. 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 that my work works.**

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

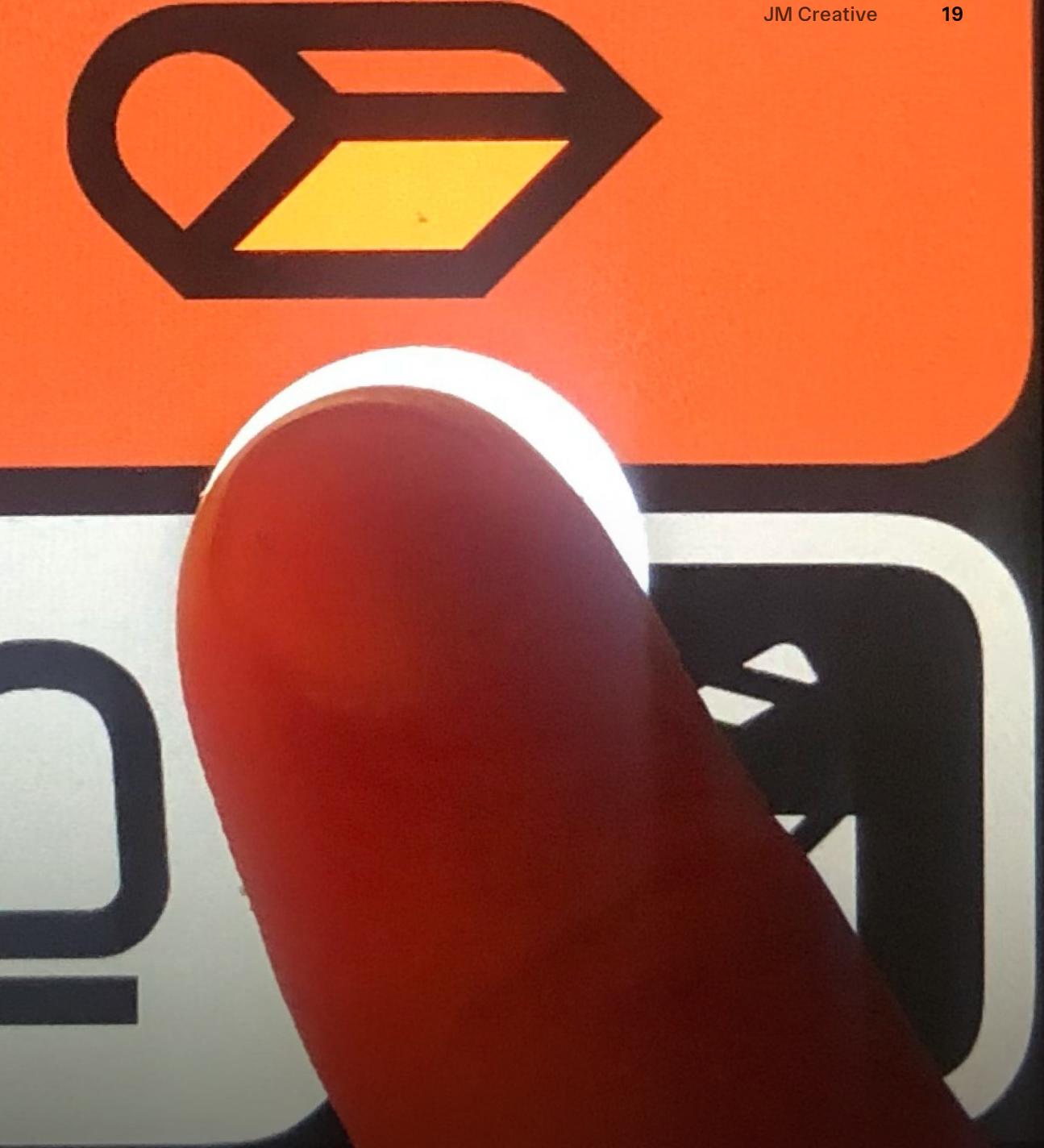
**T**

**Altogether, my blend of designer-leader-engineer-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.

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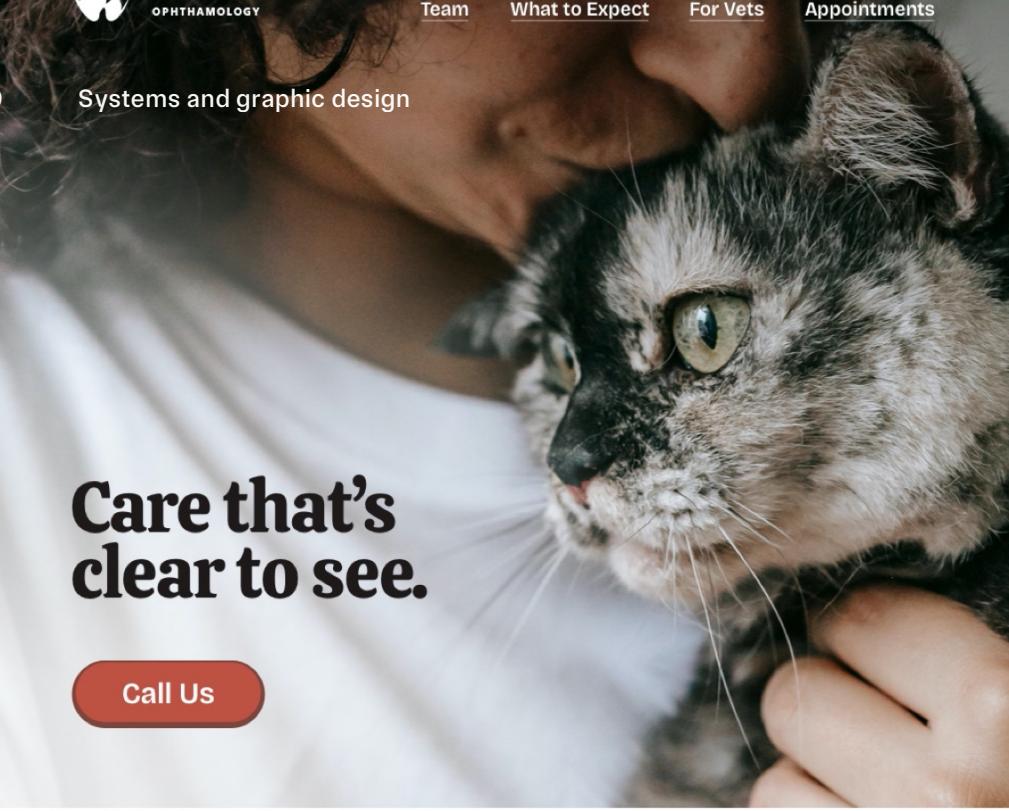


**It's incredibly satisfying to do that,  
being the systems wonk I am. It's rich,  
thoughtful work way beyond "pretty."**

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](mailto: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, gently friendly take was designed to reassure pet parents and anxieties they had about specialty vet needs.

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

