



johnmatu.la

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Returning to NYC  
summer 2025; seeking  
temp and contract roles

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ExpertVoice, Inc.  
9 Exchange Pl, Ste 900  
Salt Lake City, UT 84111

Dear ExpertVoice Hiring Manager,

I hope this letter finds you well. My name is John Matula,  
and I am interested in your contract Senior UX Product Designer role.  
I wanted to explain why I'd be a good fit for the team.

My background is a blend of graphic design, user experience research,  
front-end development, systems engineering, and team management.  
I bring design thinking to highly technical disciplines and complex workflows.  
I have improved tech-debt-laden web apps, back-of-house university  
operations, and notoriously complex smart homes.

With my expertise, I'm comfortable working with teams of all kinds, including  
those that are not particularly communicative. I speak easily with designers,  
developers, direct reports, executives, clients, and other humans (users).  
Across the board, I listen, interpret, and ask questions.

Even in tense situations, my process is the same. I stay calm, listening intently  
and communicating clearly. For instance, in one role, I helped steady an unhappy  
design team while I bolstered a project for an international automotive retailer.

Oracle, and the CrowdTwist product that I led product design on,  
shows the way I like to work. I was in charge of our SaaS loyalty platform  
that let brands set up and manage marketing for their rewards programs.  
That meant delivering detailed admin flows, custom branded websites,  
and super-simple consumer views. To be successful, I tested and discussed  
work across teams. I often answered engineers' front-end questions too —  
I patiently doled out plenty of CSS advice in those days. My efforts helped  
build the design team, create our design system, and land an acquisition.

My portfolio is at [johnmatu.la/portfolio](https://johnmatu.la/portfolio), a quick PDF showing my work.  
If you have questions or would simply like to reach out, I'd be happy to chat.

Thanks and take care,

  
John Matula