Design Portfolio

Quickly previewing my
graphic ／ product ／ UX designs

John Matula JM Creative

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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

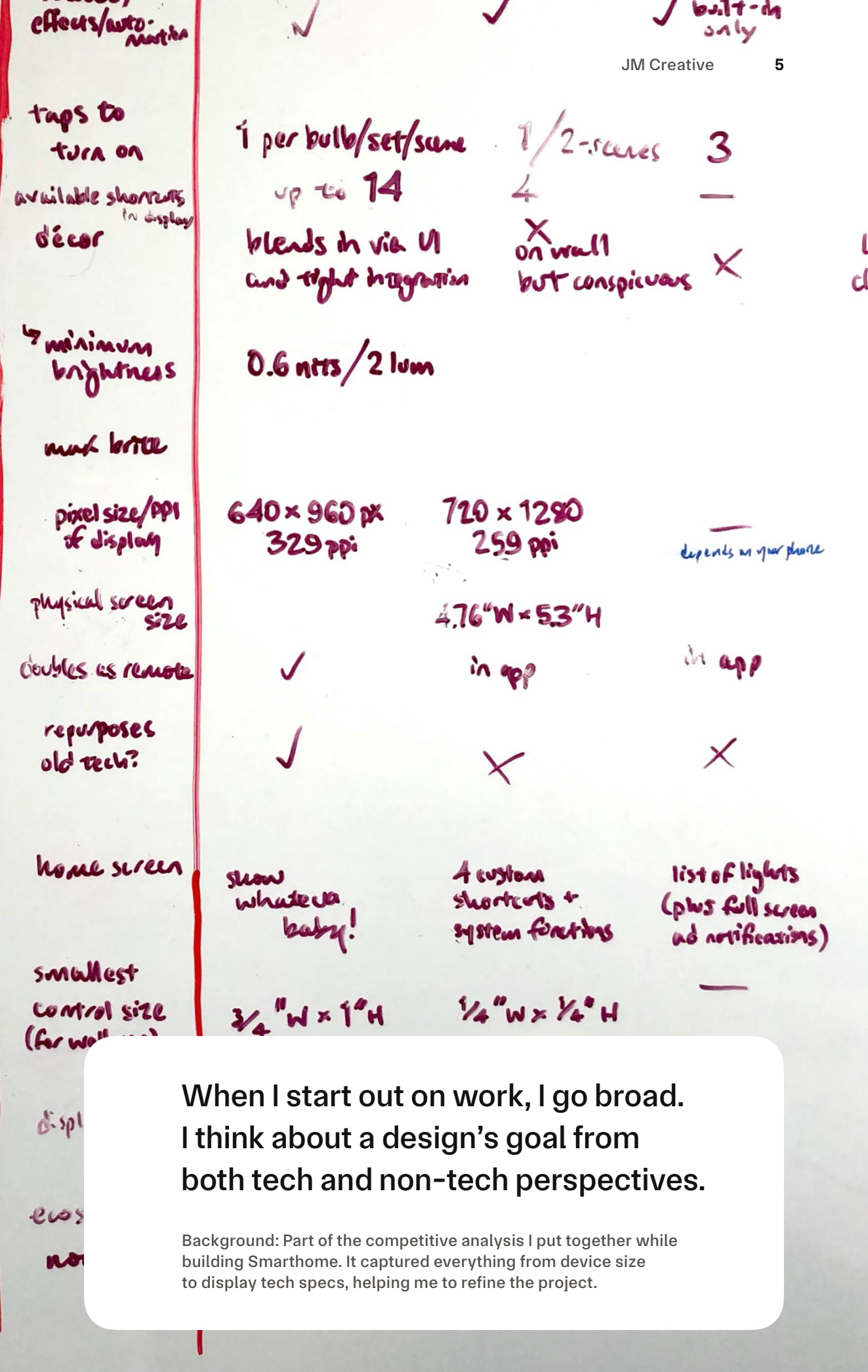
Brand guidelines ／ Digital works ／ Production systems

JM

John Matula
john@johnmatu.la
(740) 258-9347

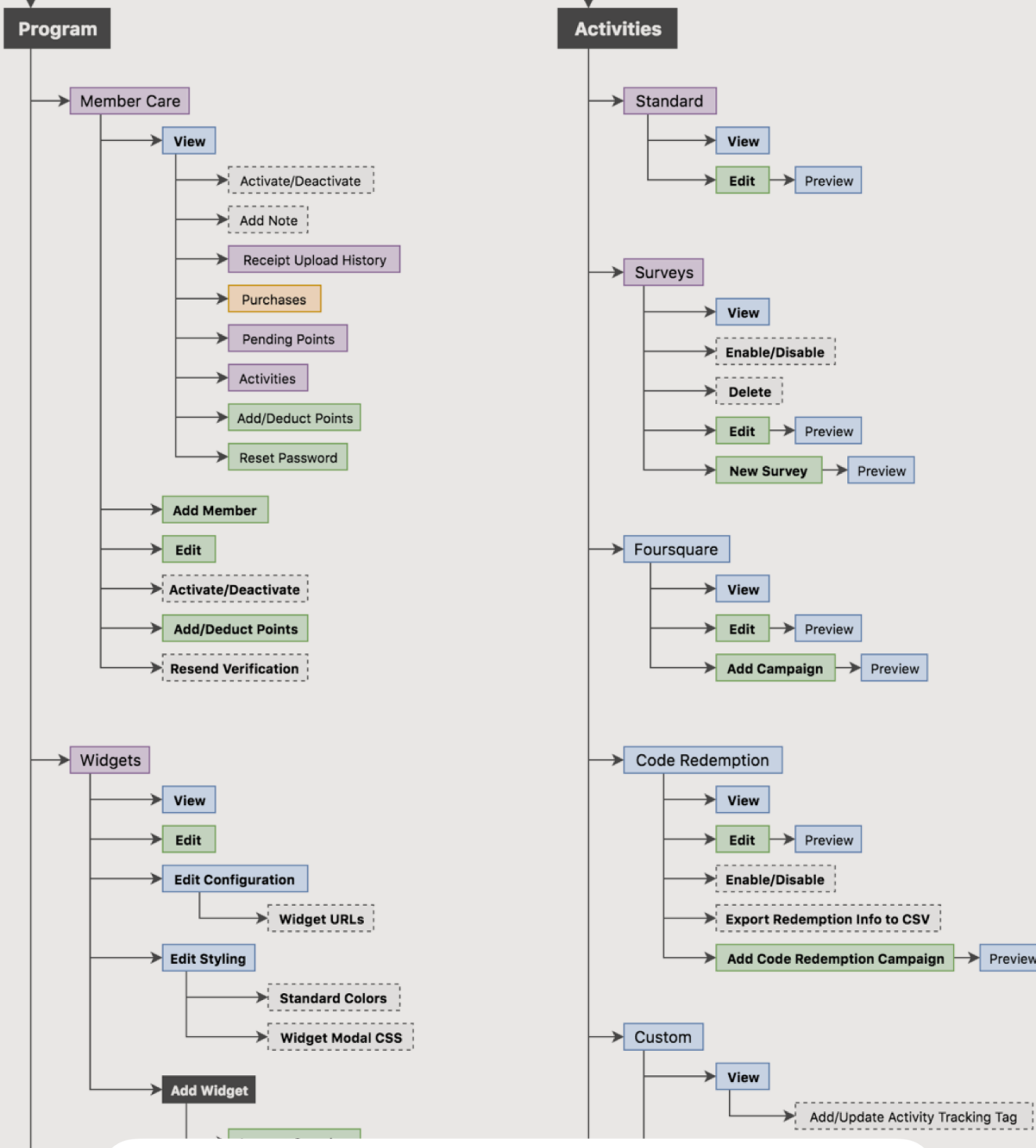
I am a designer.
I create clear, unfussy paths
that help people reach their goals.

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.



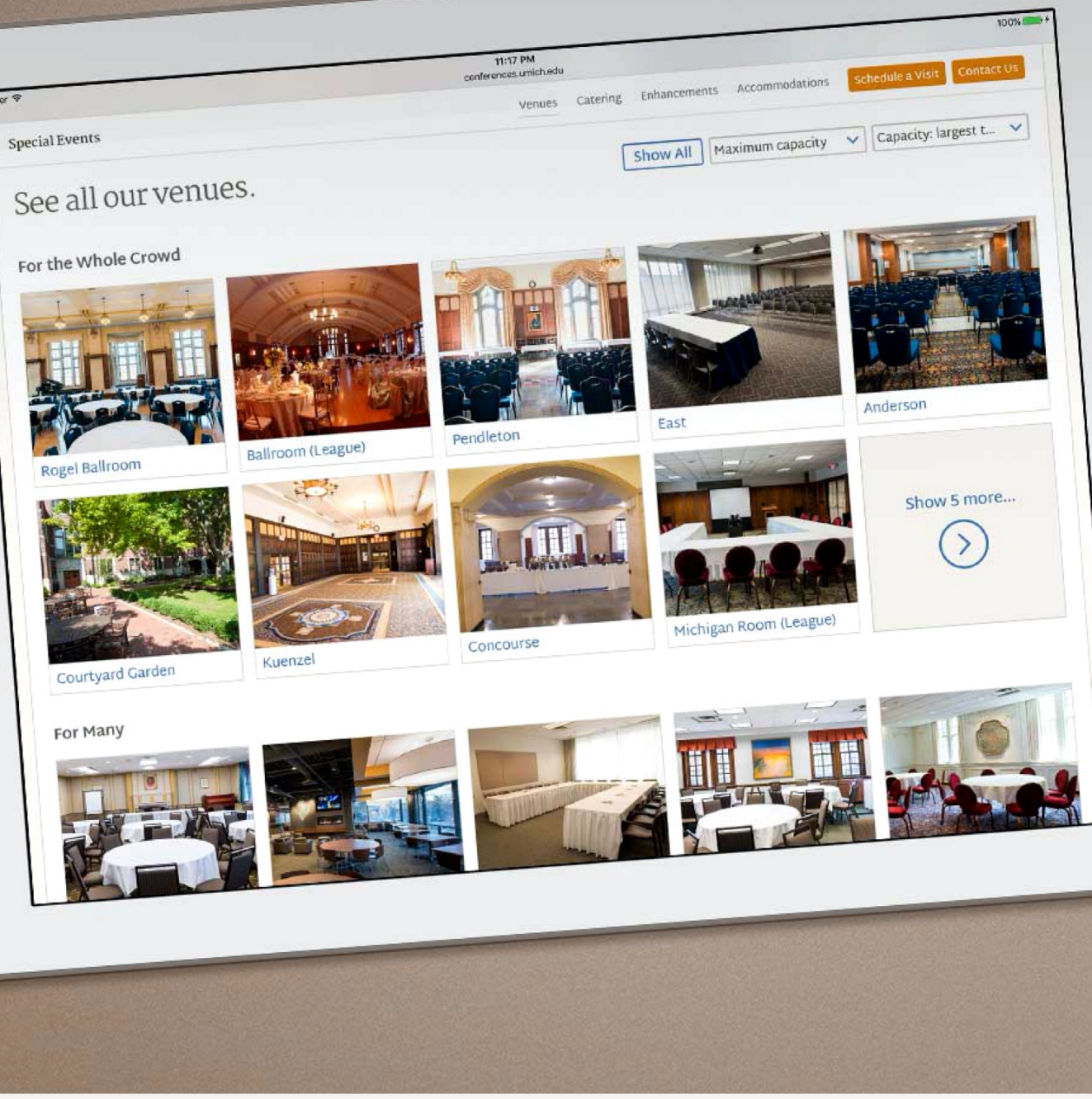
When I start out on work, I go broad. I think about a design's goal from both tech and non-tech perspectives.

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.



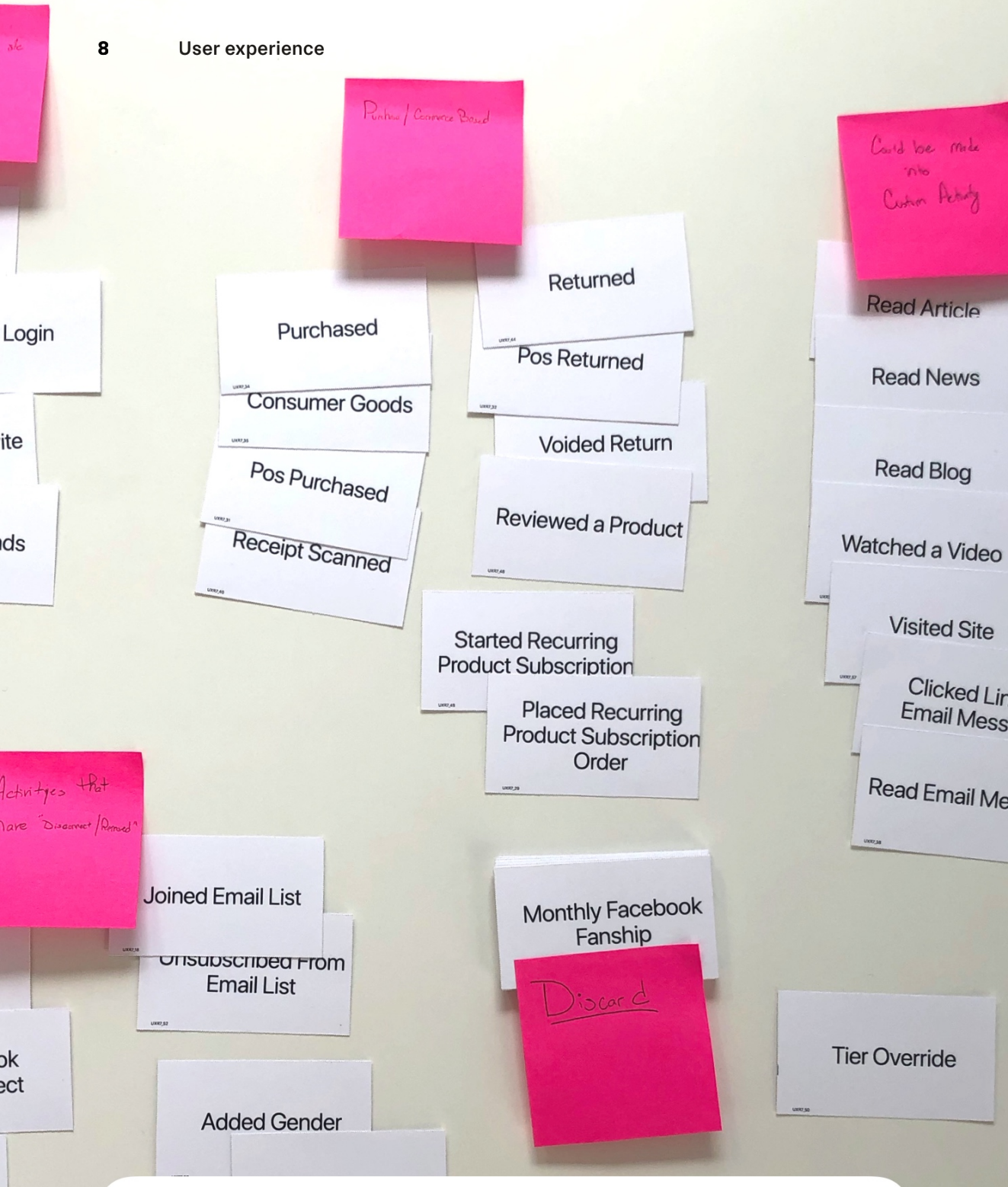
That describes me: tech and non-tech. It means I ask a range of questions: from brand and product needs to API latency.

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.



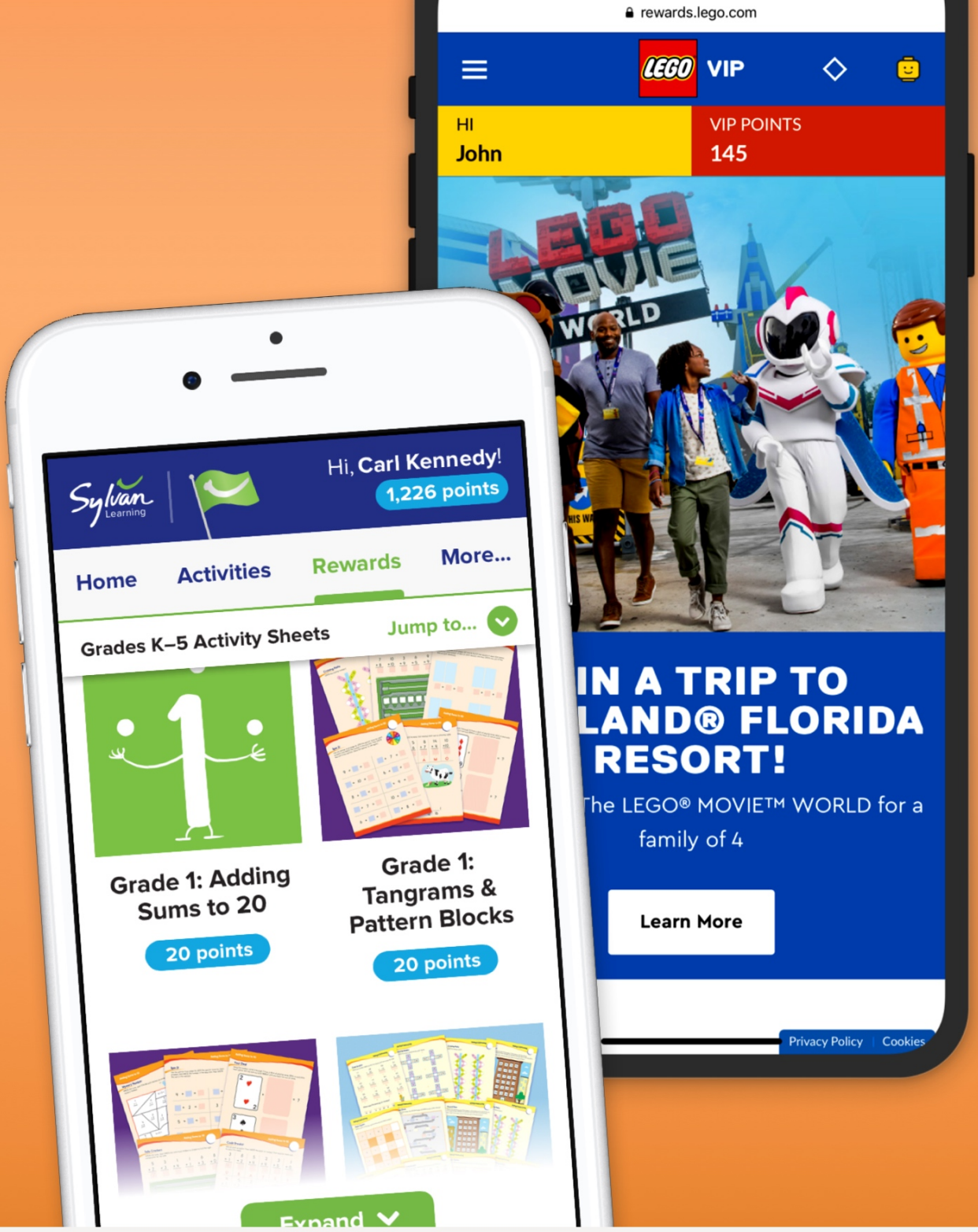
Starting thoroughly like that leads to good work. It makes me especially suited for complex settings.

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.



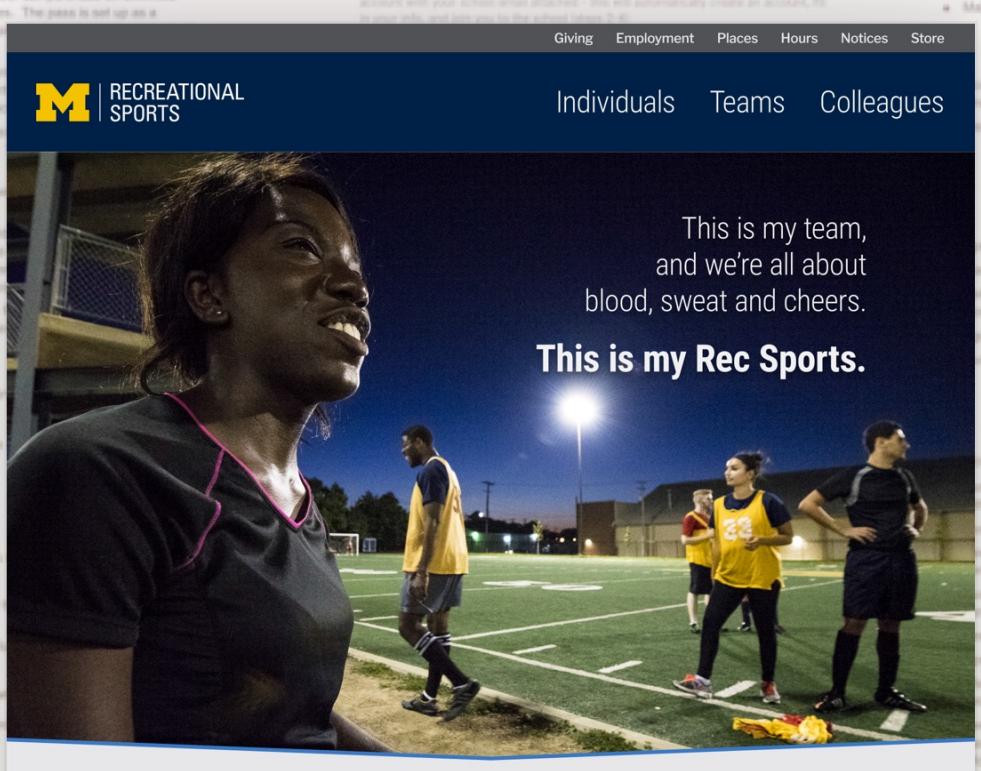
I test my designs early and often, sharing progress in agile sprints and verifying decisions in hands-on tests.

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.



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.



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.

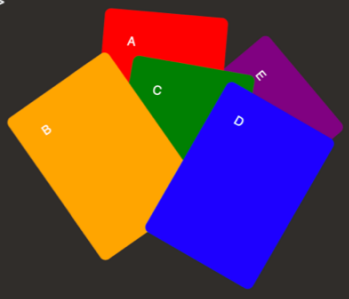
Personal Training ›

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



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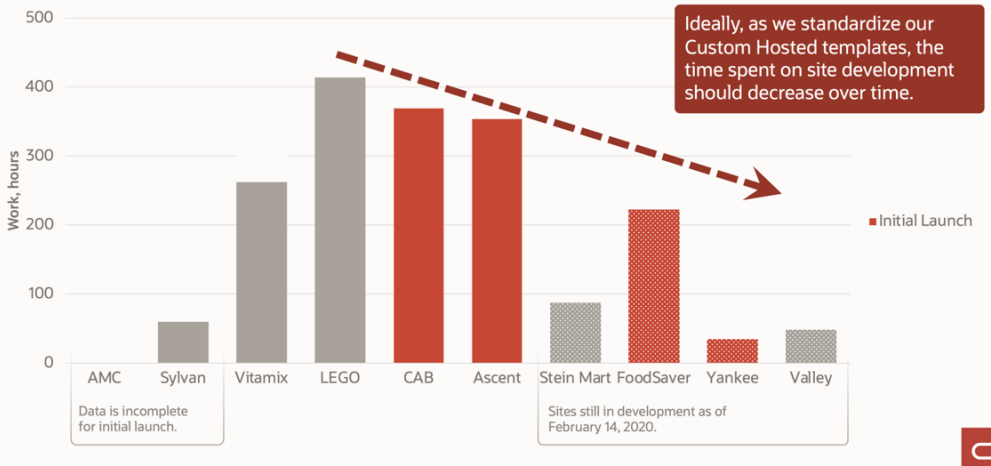
Custom Hosted Solutions initial launch work since December 2018



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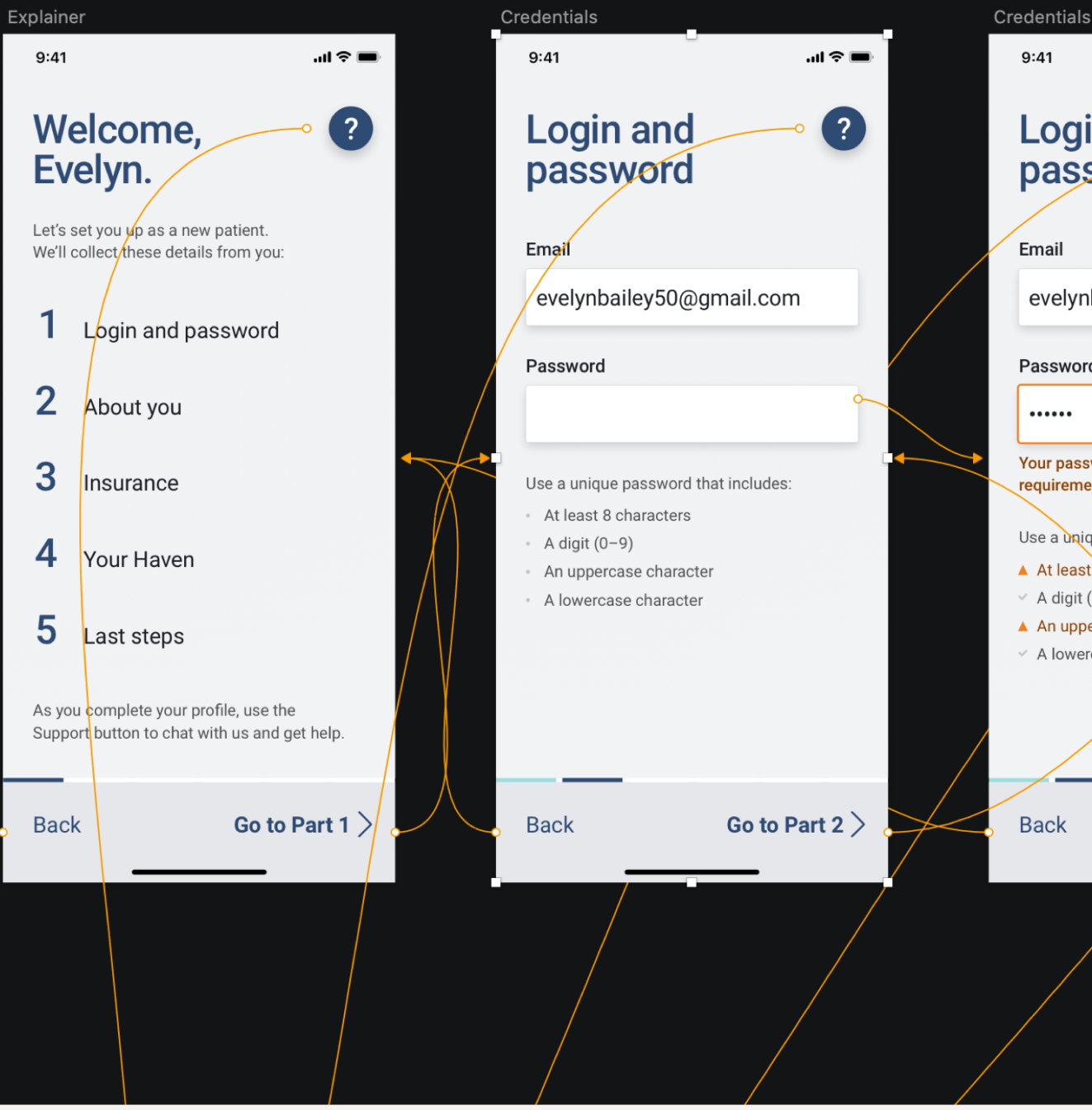
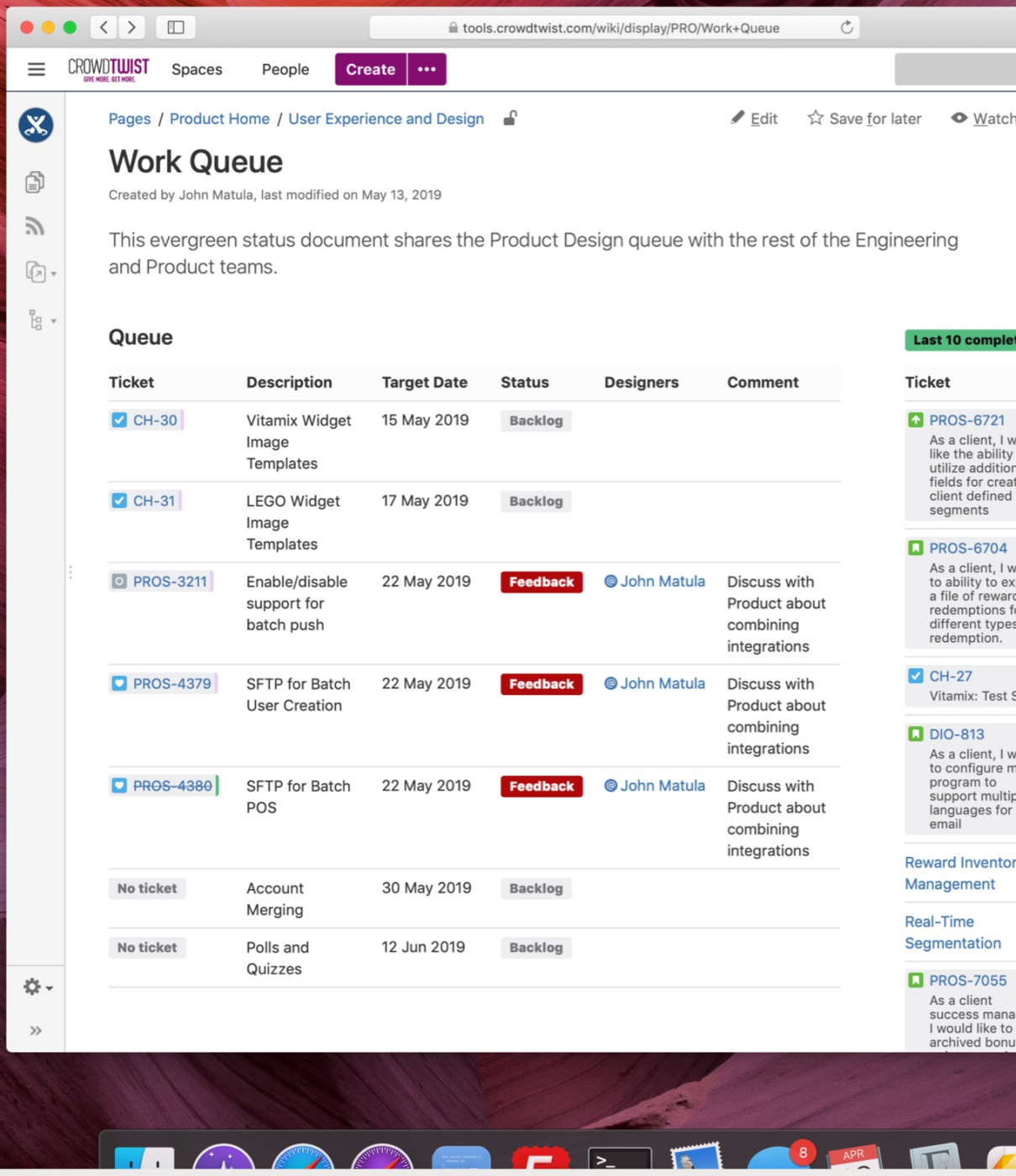
Once more, for emphasis —
I pay attention. It's how I discuss topics well and use the right tone with groups.

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.



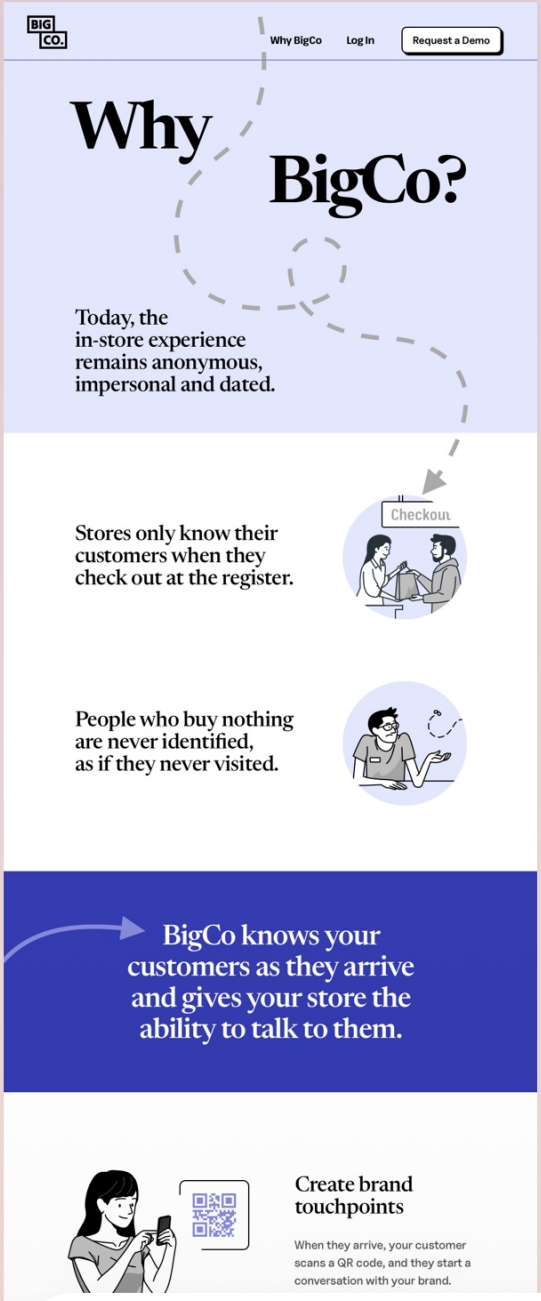
That attention helps when I test, using sketches and prototypes to collect honest feedback across a whole org.

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.



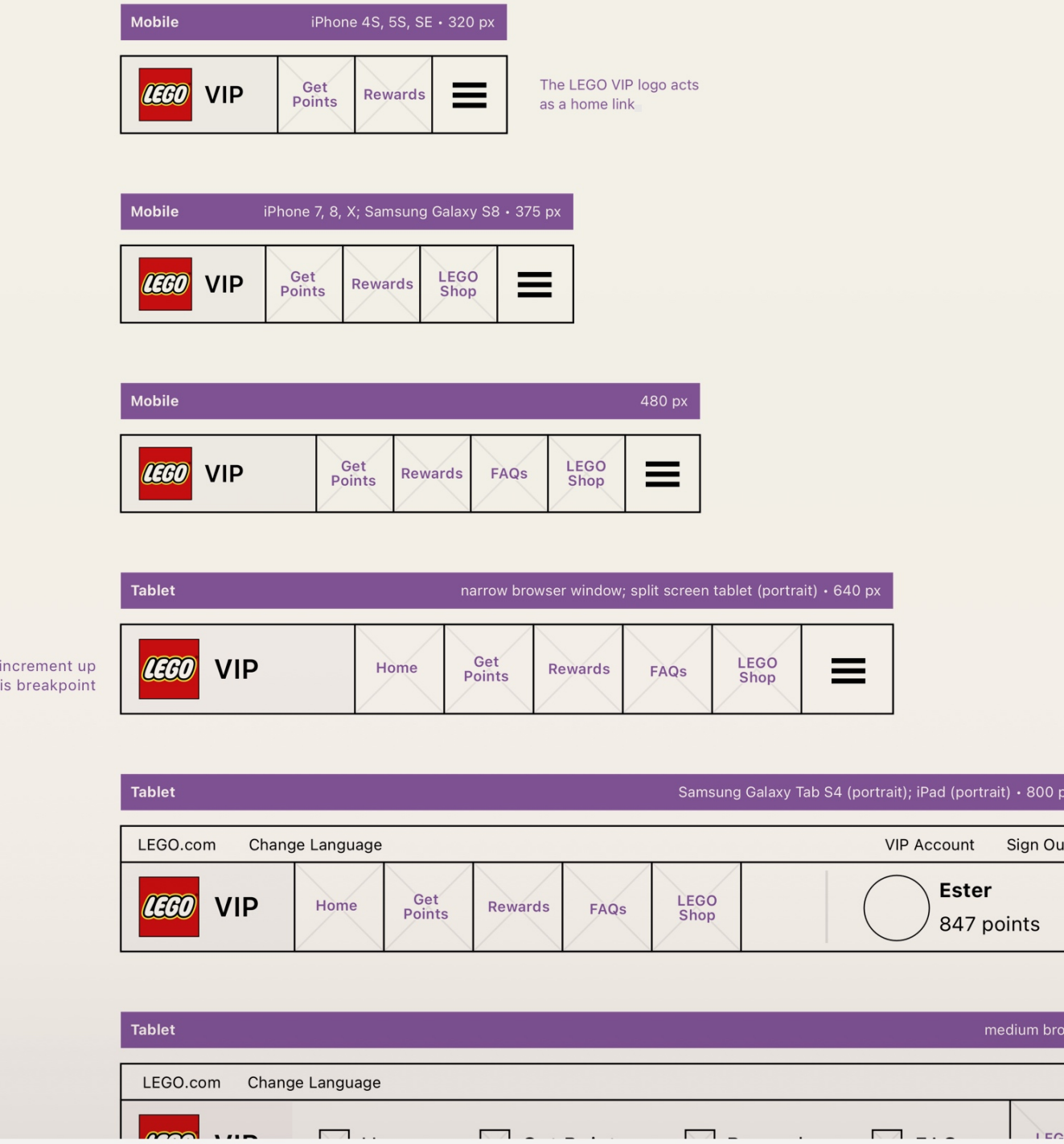
I'm proactive like that even in distributed settings. I keep remote and global teams in sync and included.

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.



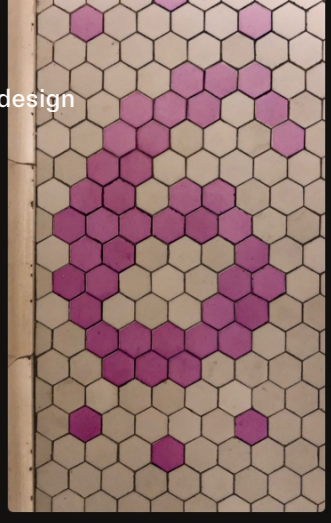
With my marketing and product background, I pitch clients my designs myself and set crisp, clear expectations.

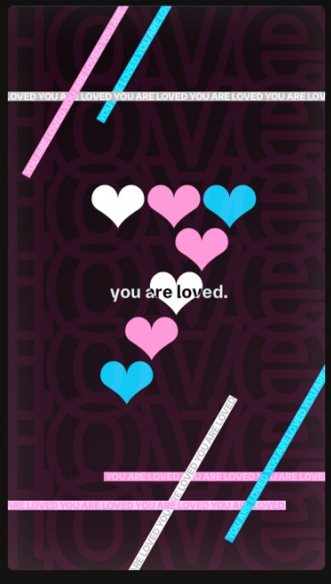
Background: A client's marketing website with the intent of a VC pitch deck in the package of a mini brand website. I wrote the copy and reviewed it with the company while working on their visual brand.

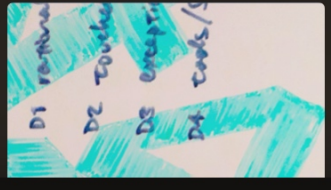


With my systems background, I make design kits, libraries, templates, and interfaces that can flex in the future.

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.

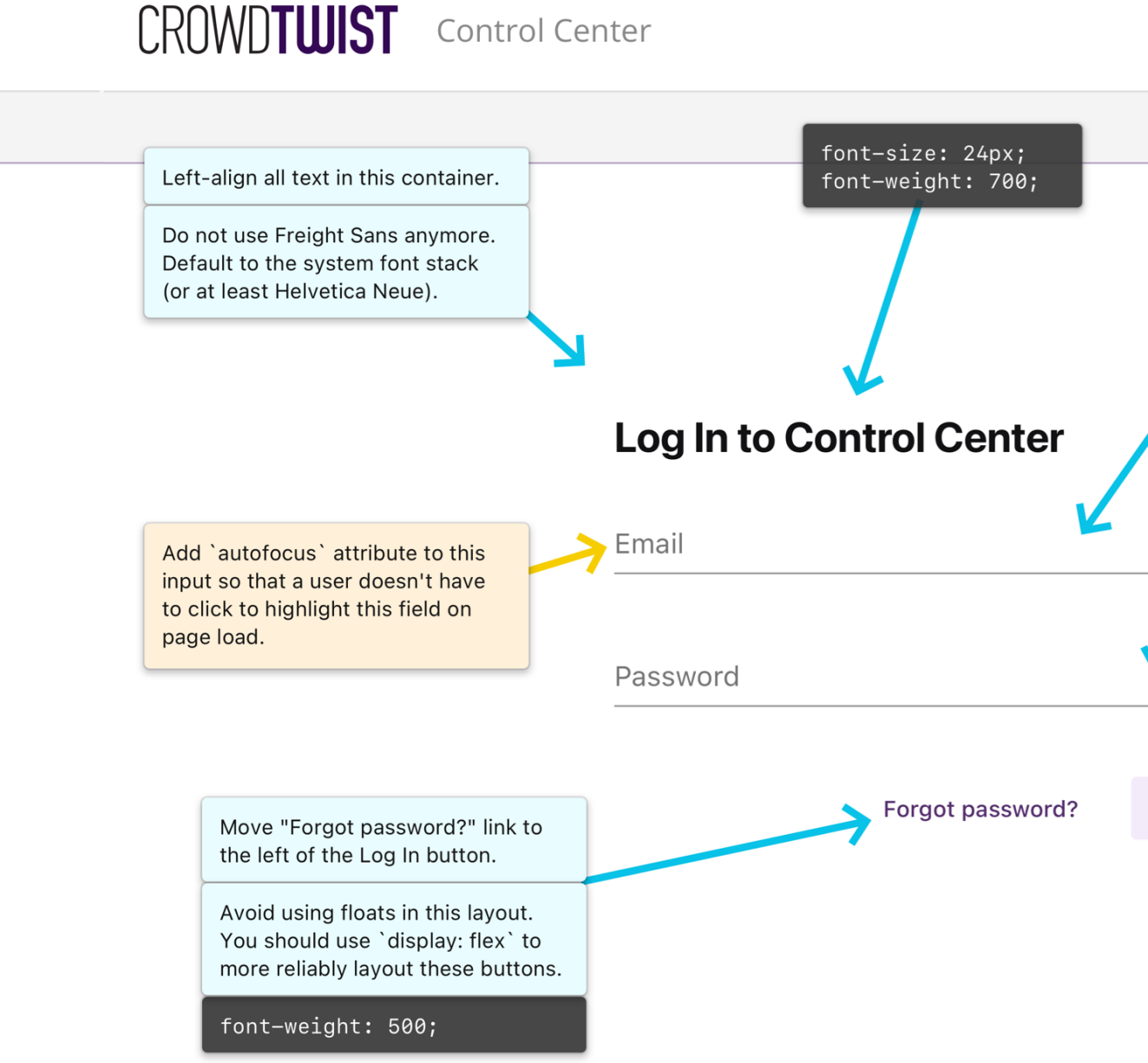






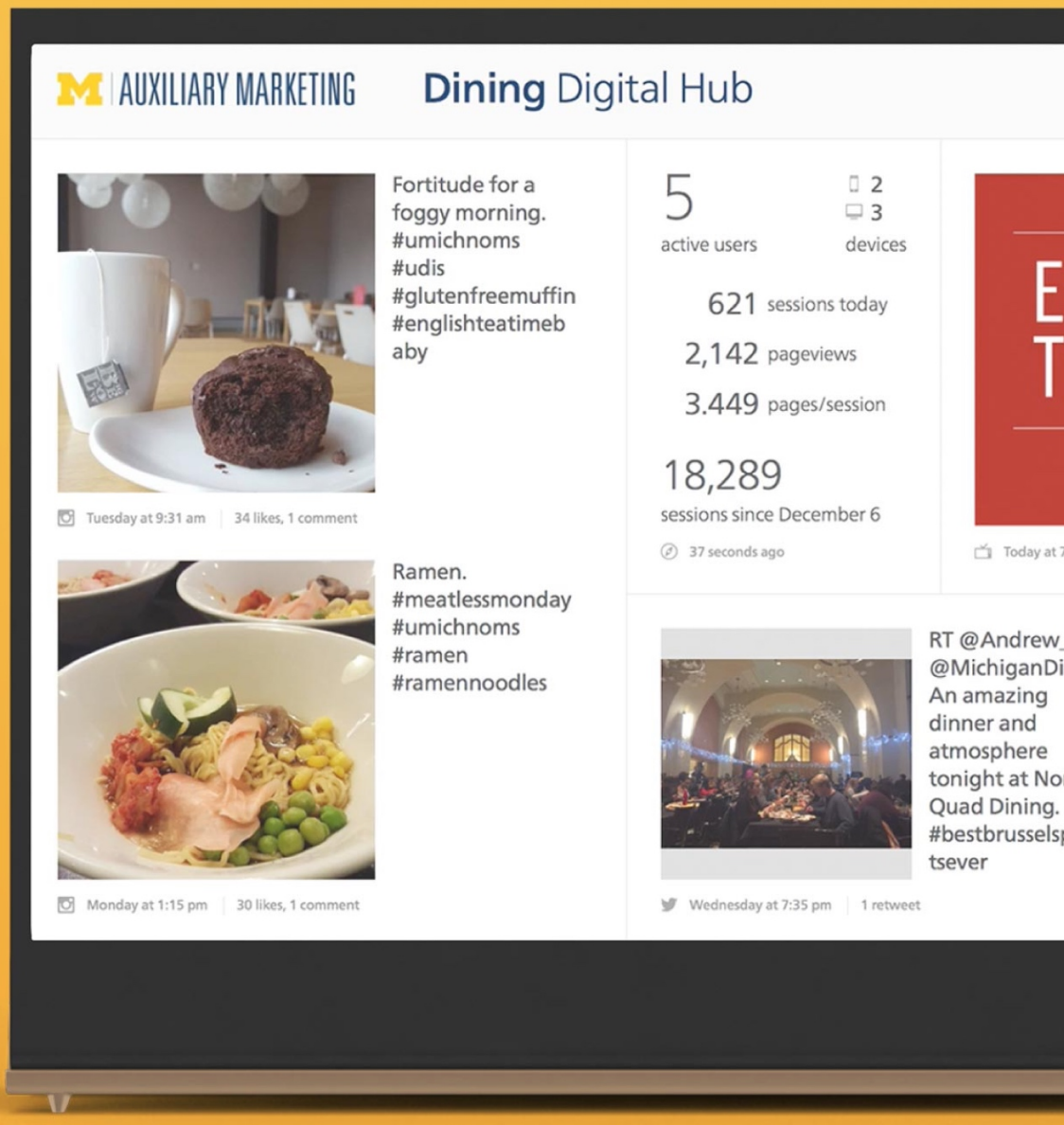
With my visual design sense,
I bring a craft I've practiced for years
to new places to keep me fresh.

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!



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.

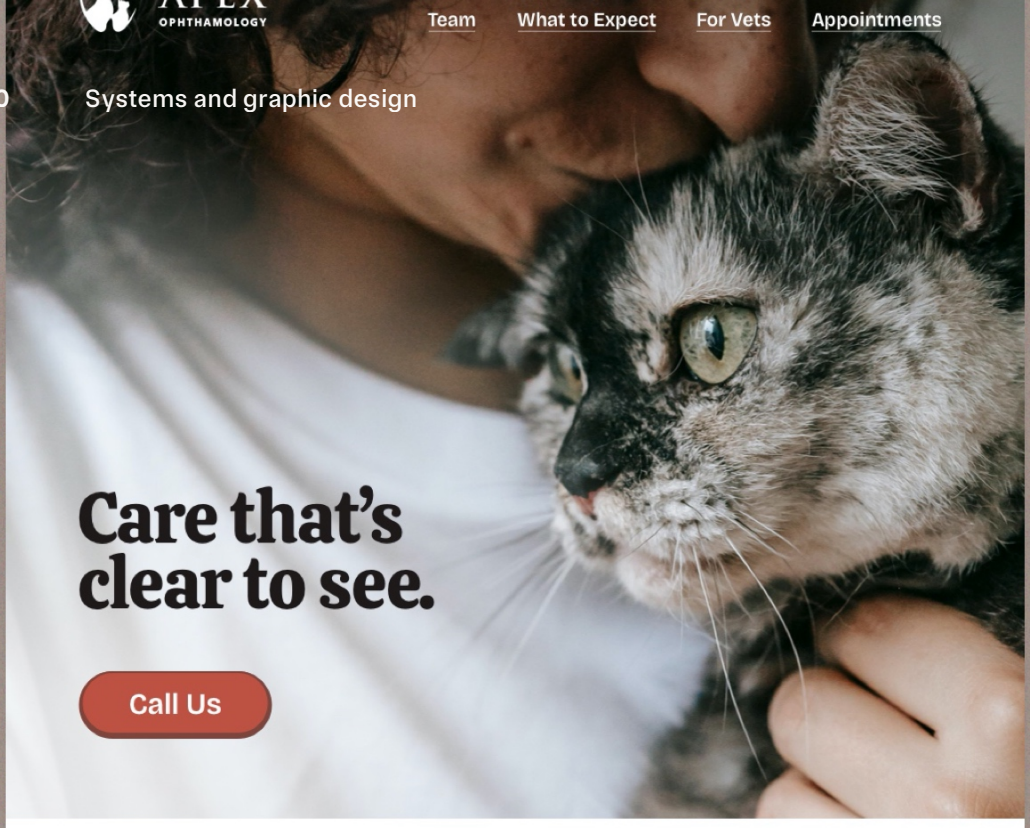


Altogether, my blend of designer-leader-engineer-marketer-sysadmin-counselor means I can help inside and out.

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.

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.



Address
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

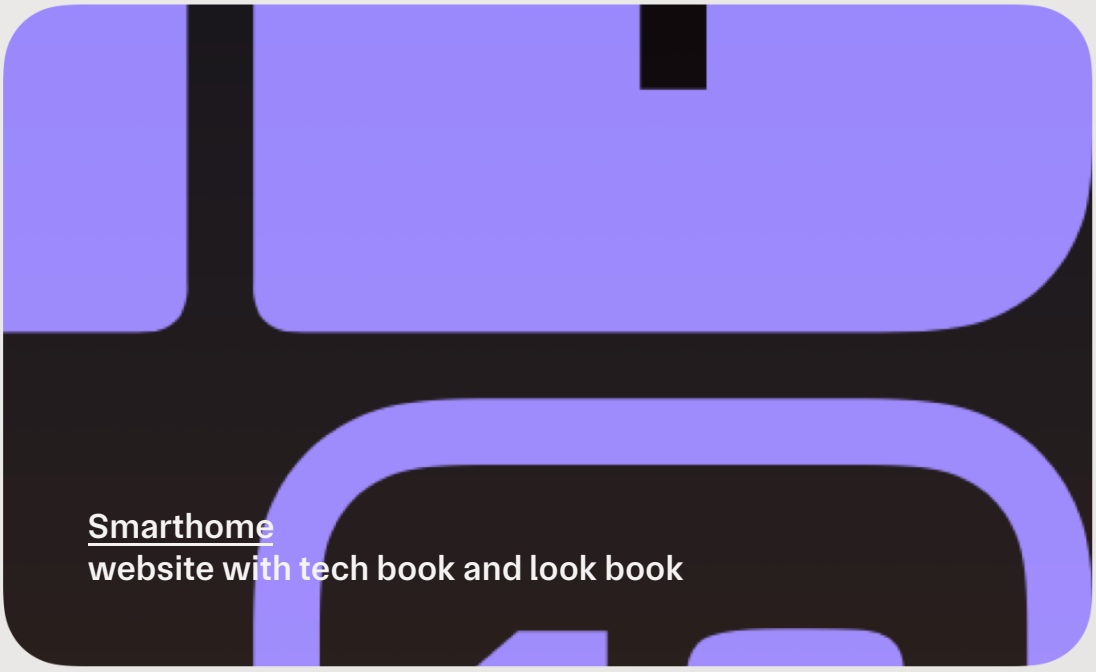
We help pets and their families live their best lives.

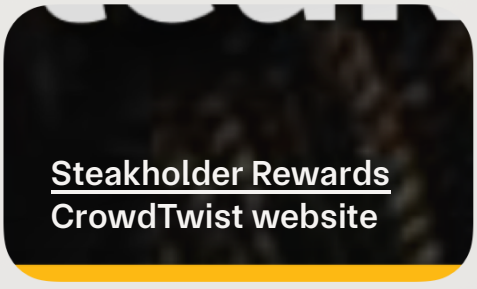
Our board-certified, highly trained group of veterinary ophthamologists provide gentle care for your pet, top-tier communication with your general vet, and assurance for you.

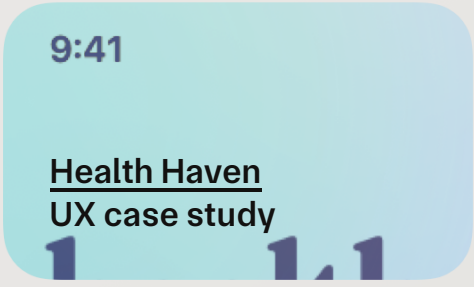
Request Appointment

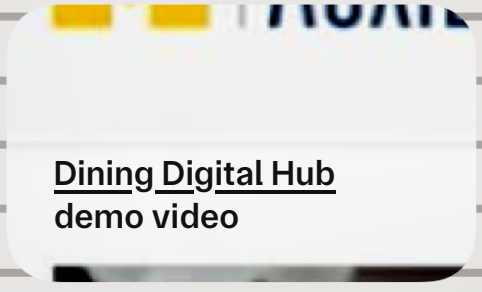
Systems that are designed well hold real power to impact and help. That's what it's all about.

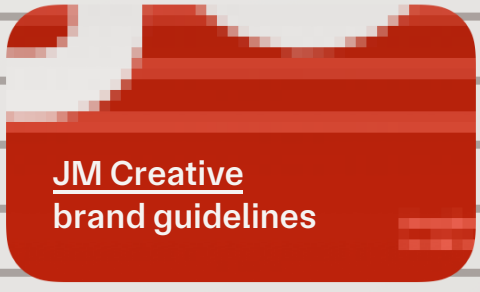
Above: A hi-fi mockup of a local veterinarian ophthamologist's website redesign. Its calm and gently friendly take reassures parents thinking about special vet procedures for their pets.











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