

Design Portfolio

Quickly previewing my
graphic / product / UX designs

John Matula

JM Creative

Portfolio design and discussion of samples © 2025 JM Creative.

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

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



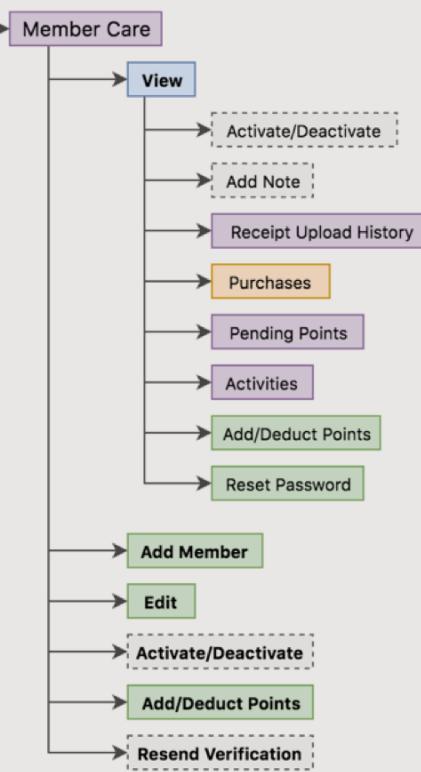
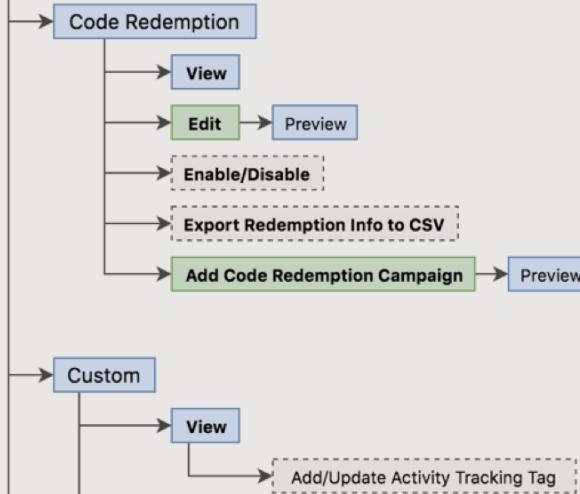
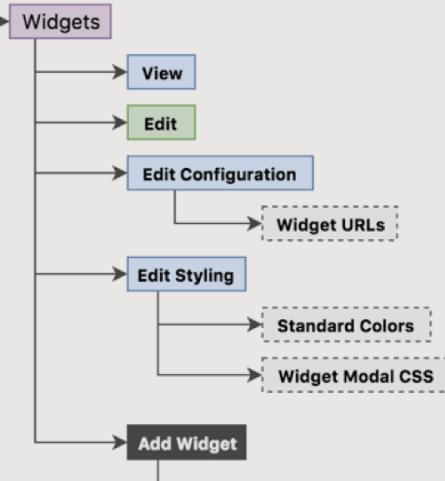
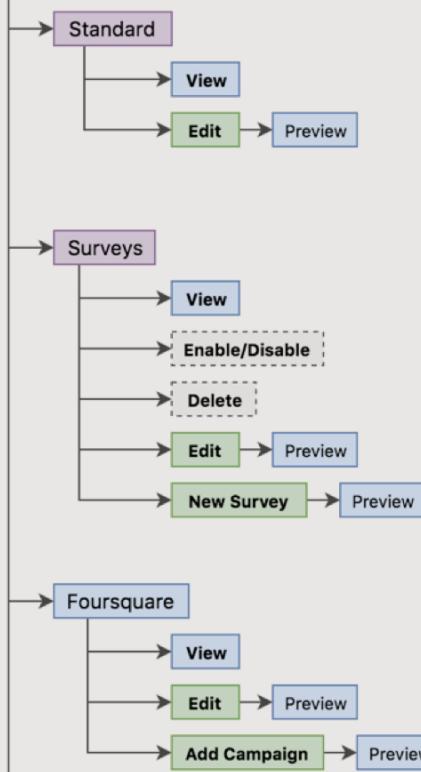
I am a designer.
It's my job to create clear, unfussy
paths that help people reach goals.

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 brightness			
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	-

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. The page is titled "Special Events" and features a header with "11:17 PM" and "conferences.umich.edu". Navigation links include "Venues", "Catering", "Enhancements", and "Accommodations". There are also buttons for "schedule a Visit" and "Contact Us". A search bar at the top right includes filters for "Show All", "Maximum capacity", and "Capacity: largest t...". Below the header, a large heading says "See all our venues." followed by a sub-heading "For the Whole Crowd". A grid of nine venue thumbnails is shown, each with a name below it: Rogel Ballroom, Ballroom (League), Pendleton, East, Anderson, Courtyard Garden, Kuenzel, Concourse, and Michigan Room (League). To the right of the grid is a button labeled "Show 5 more..." with a right-pointing arrow. Below this section, another heading "For Many" is visible above a row of five more venue thumbnails.

**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 SubscriptionPlaced Recurring
Product Subscription
OrderMonthly 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

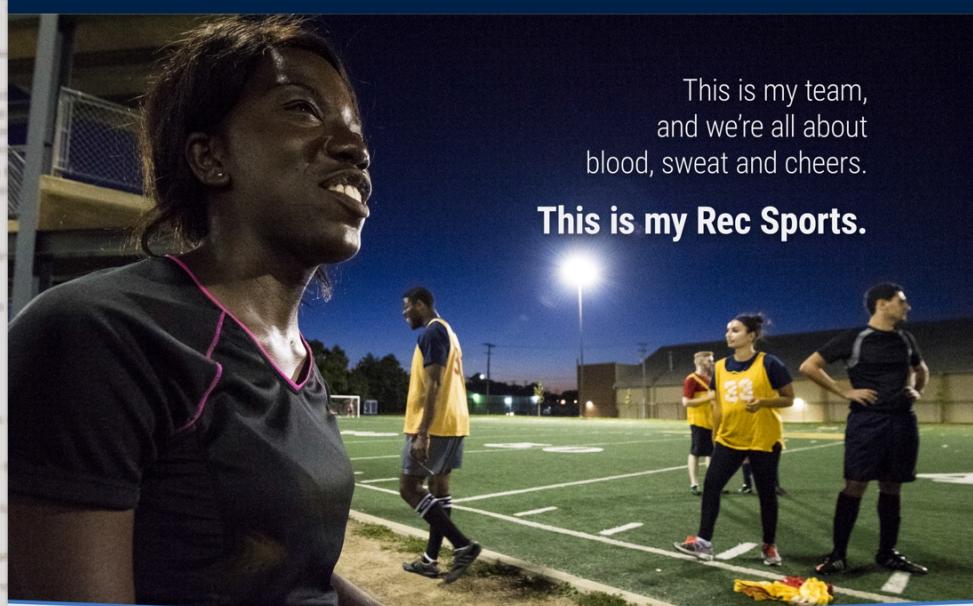
HI
JohnVIP POINTS
145

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,

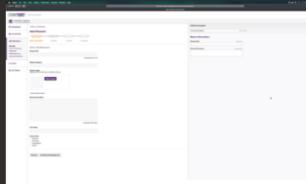
I'm particularly effective because of two things: I interpret folks' feedback, and I pay attention to how it is provided.

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.

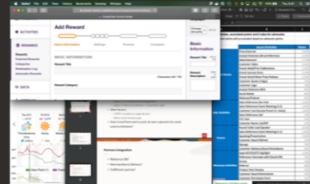
Personal Training >

Responsive design embraces the “unknown”

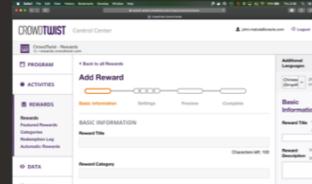
Will our users be using a moderately-sized laptop display or a large secondary monitor?



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



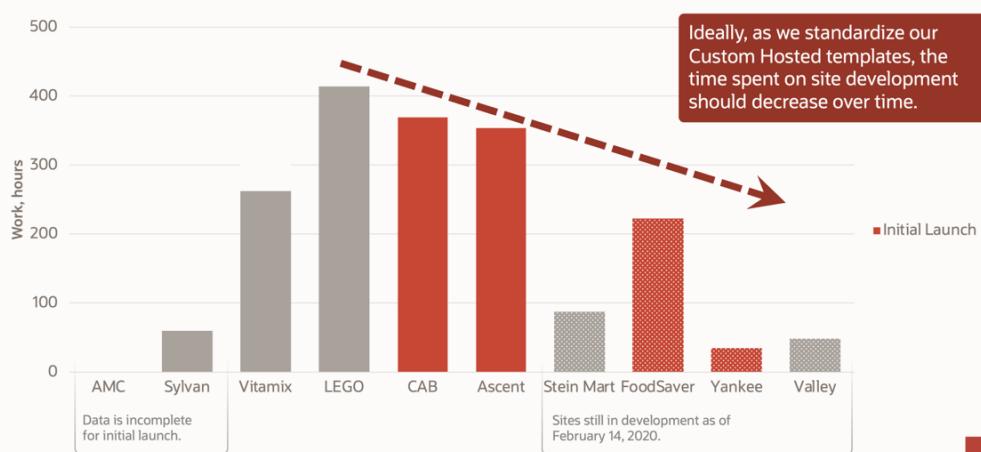
Will our users make use of website zooming, display scaling, or screen sharing that affects available space?



13



Custom Hosted Solutions initial launch work since December 2018

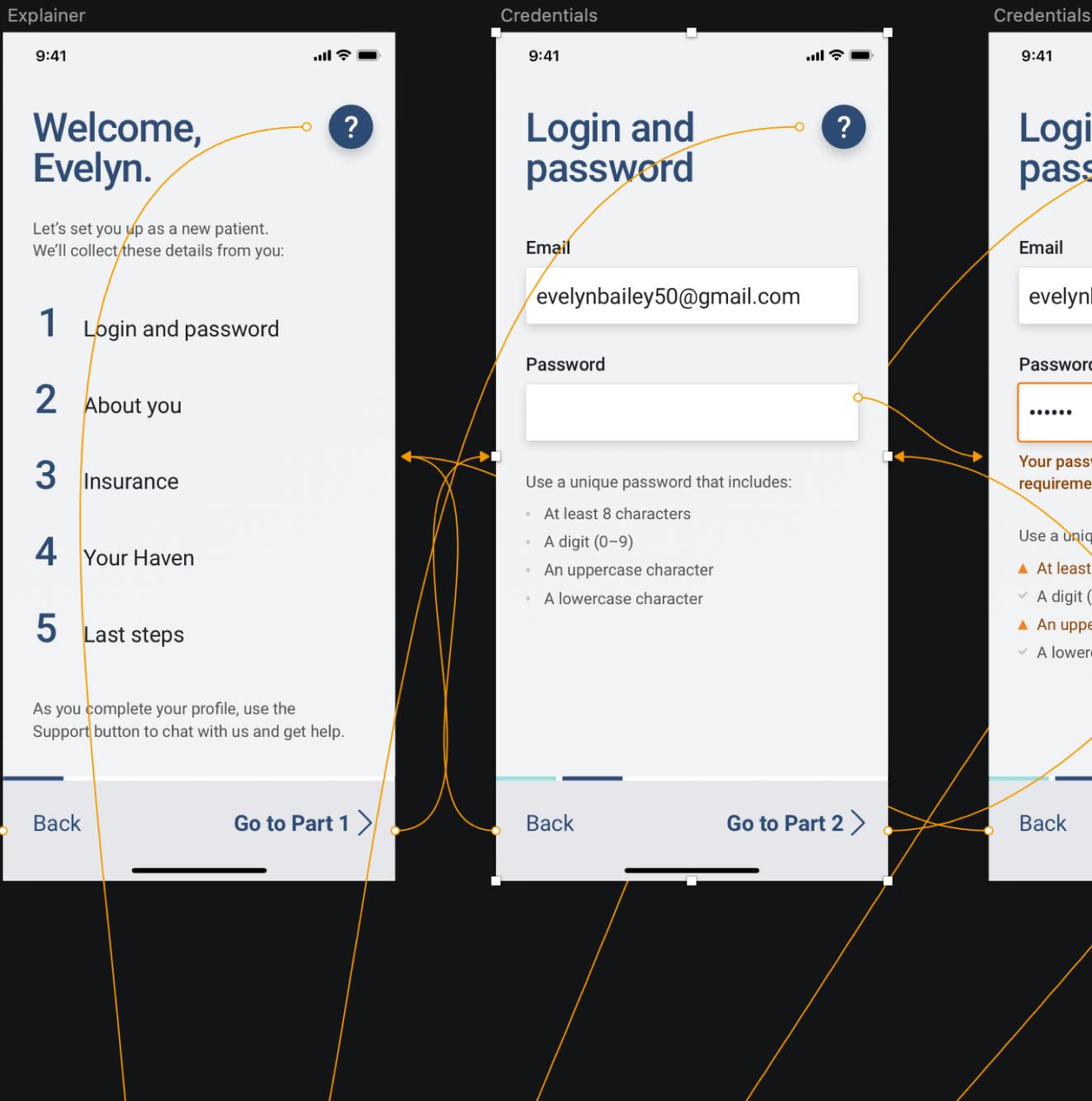


8



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.



Other than decks, I test with sketches and prototypes, and then take in that feedback to help 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 bar containing the CrowdTwist logo, navigation icons, and a search bar. Below the header is a navigation menu with links for 'Pages', 'Product Home', 'User Experience and Design', and a 'Create' button. On the left side, there is a sidebar with various icons for navigation and settings.

The main content area is titled 'Work Queue'. It displays a table of tasks with columns for 'Ticket', 'Description', 'Target Date', 'Status', 'Designers', and 'Comment'. The table contains the following data:

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 of the table, there is a vertical sidebar with a green header 'Last 10 completed' followed by several completed tasks, each with a small icon, a ticket number, a brief description, and a comment. The tasks listed are:

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

At the bottom of the page, there is a navigation bar with various icons for different applications.

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.



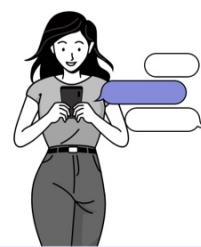
Create brand touchpoints

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

© 2023 BigCompany.ai



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

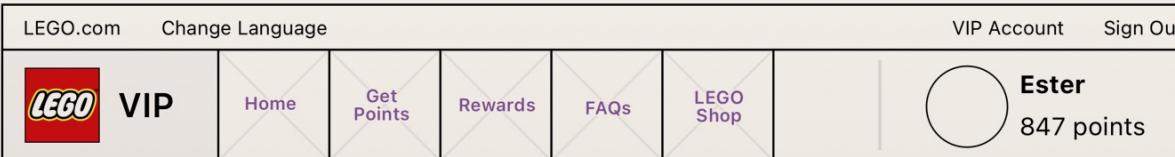


Tablet narrow browser window; split screen tablet (portrait) • 640 px



Tablet

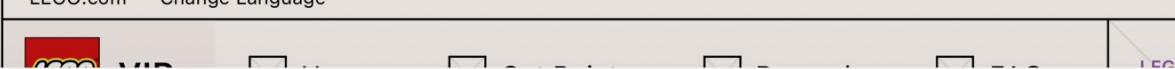
Samsung Galaxy Tab S4 (portrait); iPad (portrait) • 800 px



Tablet

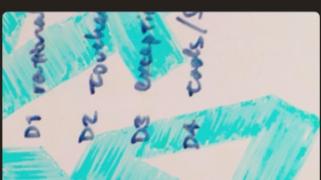
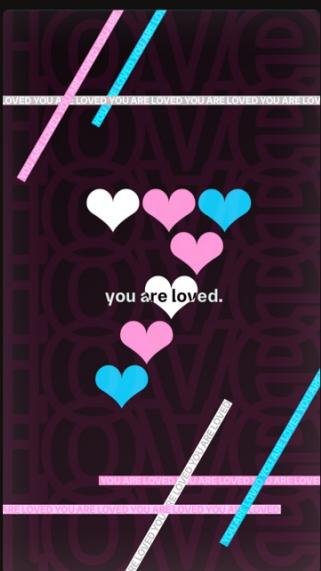
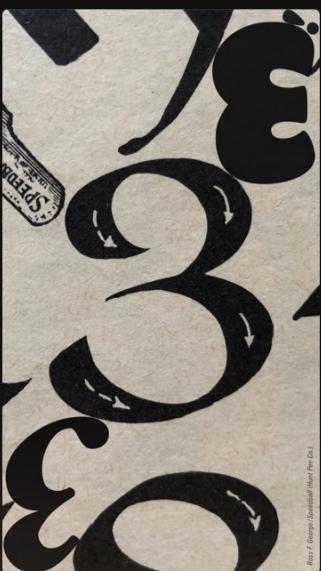
medium bro

LEGO.com Change Language



**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

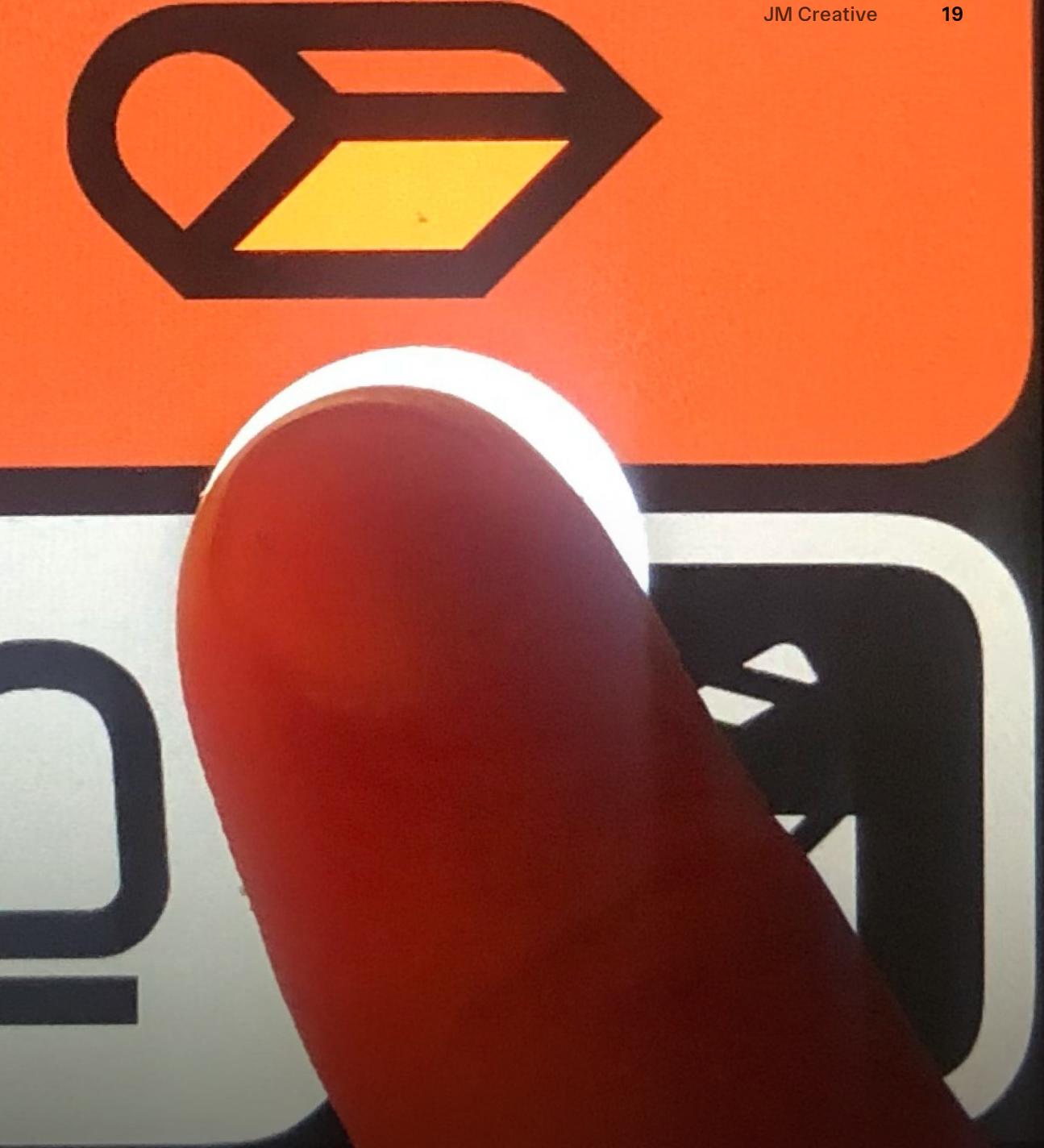
	Fortitude for a foggy morning. #umichnoms #udis #glutenfreemuffin #englishteaimebaby	5 active users 2 devices
	Ramen. #meatlessmonday #umichnoms #ramen #ramennoodles	621 sessions today 2,142 pageviews 3.449 pages/session
	18,289 sessions since December 6 37 seconds ago	RT @Andrew_@MichiganDining: An amazing dinner and atmosphere tonight at No Quad Dining. #bestbrusselsprtsever
	Today at 7:35 pm 1 retweet	

Tuesday at 9:31 am | 34 likes, 1 comment

Monday at 1:15 pm | 30 likes, 1 comment

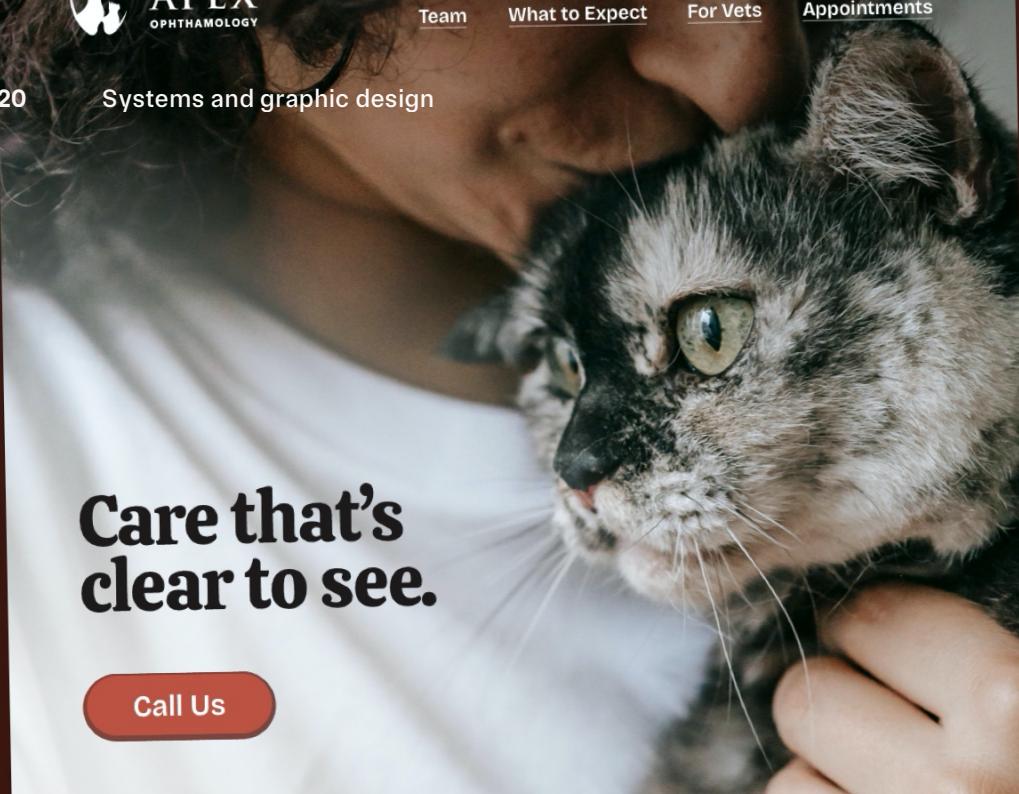
Altogether, my blend of designer-leader-engineer-marketer-sysadmin-counselor means I can help inside and out.

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.



Care that's clear to see.

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

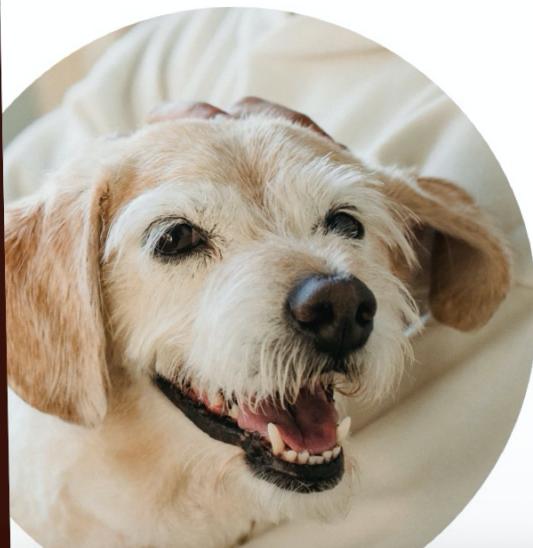
Spry Orthopedics
7100 S Clinton St
Centennial, CO 80112

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 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 people. That's what it's all about.

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

