

# Matthew Martin

## Senior Product Designer



matomaton.github.io

### EXPERIENCE

#### Product Designer • ITHAKA

Dec 2012 - Oct 2023 | Ann Arbor, MI

##### Product design

- Lead Product Designer for ITHAKA's infrastructure services, tailored for libraries and cultural institutions.
- Collaborated closely with agile teams comprised of engineers, researchers, and product managers. Engaged regularly with stakeholders from marketing, outreach, and data governance for cross functional partnership.
- Contributed to team-wide resources and training materials, including methods, tutorials, guides, presentations, and design toolkits. Consistently added to and updated JSTOR's design system, playing a pivotal role in crafting the Motion Guidelines.
- Partnered with stakeholders, engineers, and PMs to understand business requirements and user needs, using research and data to shape project strategy, scope, goals, and quarterly OKRs.
- Directed the end-to-end design process, from concept to polished visual designs and copy. Created wireframes and interactive prototypes to convey design vision. Provided detailed specs, annotations, flowcharts, storyboards, and user stories for developer collaboration.
- Contributed to biweekly design critiques with peers to enhance work through review. Met weekly with the cross-functional design system team to ensure alignment with brand guidelines and code standards.
- Incorporated UX and Product Design into agile development sprints, coordinating with visual and content designers, developers, and product managers to deliver faster and more often. Developed guidelines that equipped agile product teams with a standardized set of proven problem-solving methods.
- Streamlined purchasing flows for Evidence-Based and Demand-Based Acquisition using Object Oriented UX (OOUX) in our payment management system. Increased internal workflow speed by 33%.
- Mentored and coached colleagues and partners taking on new tasks and roles within design and research through one-on-one training and group design critiques.
- Negotiated disagreements and mediated compromises to define and articulate the clarity of a successful MVP, making judgments with the team about what is and isn't enough to stand as a viable product.
- Conducted design activities both remotely and in person, adapting to contextual factors such as concept design research and multi-day design sprints.

##### Accessibility

- Paired with front end developers to ensure responsive, efficient, accessible applications using HTML and CSS best practices.
- Conducted accessibility audits for WCAG and 508 compliance on JSTOR Forum, Librarian tools, and the JSTOR research platform.
- Adhered to accessibility standards, ensuring digital products are usable by everyone, including individuals with disabilities, through features like screen reader compatibility and keyboard navigation.

##### Information architecture

- Developed an editorial workflow for technical documentation between the product team and the support team, creating a seamless and cohesive voice and tone between in-product messaging and support information.
- Redesigned the organization's Intranet by using the Delphi Method card sort to quickly identify patterns for labels and categories of content. Increased usage of benefits information by 30%

- Conducted an extensive content inventory of three separate marketing websites to be combined into one unified experience. Decreased time for marketing updates.

- Redesigned the organization of the ITHAKA S+R website and research materials, increasing usage of research by 20%.

##### User research

- Combined concept and usability testing to grasp user needs, behaviors, and pain points for new product strategies and infrastructure services vision.
- Translated identified user needs, behaviors, and pain points into personas and user journeys, for informed decision-making and effective communication within the organization.

- Conducted on-site observations to map research workflows within the participants environment. Iterated with participants to create realistic experience maps.

#### User Experience Director • Rosetta

Sep 2008 - Dec 2012 | Cleveland, OH

- Organized and structured complex information for diverse types of organizations, enabling easy access to necessary resources. I have experience in B2B (Follett, Xylem, Lincoln Electric, Ecolab), Financial Services (Brown Brothers Harriman, Alliance Data, Citizens Financial Group), and e-commerce (CubCadet, DYMO, HHGregg).

- Defined interface logic and behavior, always considering human behaviors and needs. Iterated on flows during usability testing to quickly fix obvious issues and identify solutions faster. Increased checkout flow by 25% for Medco

- Collaborated with representatives from Brand, SEO, Marketing, User Research, and Engineering to inform the copy, visual design, and technical opportunities.

- Designed experiences for following technologies: IBM WebSphere, Microsoft .Net, and Java.

- Hired and mentored UX designers, collaborating and delegating work strategically to leverage skillsets and enable professional development.

#### Experience Planner • Campbell-Ewald

Jun 2006 - Aug 2008 | Warren, MI

- Defined and led strategic creative vision for diverse clients including US Mint, USPS, Navy, Chevrolet, and Alltel.
- Coordinated with the art director, technical lead, and account manager to inform visual design and facilitate build.

- Conducted competitive analysis and utilized the in-house corporate library staff to delve deep into the background of the organization or business type.

### SPEAKING AND PRESENTATIONS

#### "The Consequence of Design," presentation

4/2023 - UX@UM Conference - Ann Arbor, MI

#### "The more things change, the more they continue to be the same", guest lecturer

4/2016-11/2022 - SI 582: Introduction to Interactive Design - School of Information University of Michigan

#### "Interview with UX Designer", interview

9/2016 - MicroMasters - edX

#### "Object Oriented UX", presentation

3/2016 - Ignite UX - Ann Arbor, MI

#### "SEO Basics: Foundations and Best Practices for Search Engine Optimization", presentation

1/2016 ALA Midwinter Boston, MA

#### "User Insights, Data Driven Design, and Stakeholder Buy In", presentation

9/2015 - eurolA - Madrid Spain