RESUME
MATTHEW MARTIN

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313.529.3775   matomaton.github.io (portfolio)

EXPERIENCE

ITHAKA
12/2012 - Present
Ann Arbor Mi
Product Designer (Since 10/2017)

Led cross-functional teams in developing high-level product vision, aligning design strategy with business goals, and ensuring seamless user experiences across digital products.

Executed end-to-end design process, from concept to delivery, incorporating content strategy, information architecture, and interaction design to create intuitive and visually appealing user interfaces.

Collaborated closely with stakeholders, engineers, and product managers to translate business requirements and user needs into innovative design solutions.

Experience Architect (12/2012 - 10/2017)

Played a key role in website redesign projects, employing content strategy, information architecture, and interaction design techniques to enhance user engagement and drive conversions.

Conducted usability testing and gathered user feedback, utilizing insights to iterate on design solutions and optimize user experiences.

ROSETTA
9/2008 - 12/2012
Cleveland OH
Director, User Experience

Led and managed the experience design of branded, interactive, cross channel, user experiences for websites, mobile applications, and enterprise software. Facilitate the transition of the information architecture and interaction design as it moves from the creative to technical teams.Gather and define user needs, business goals and requirements. Present the client, usability testing and user research insight and how that informs the resulting information and interaction designs. Verticals include B2B, Health Care, Financial Services, Government, and Consumer Products & Retail. Technologies include IBM WebSphere, Microsoft .Net and Java.

CAMPBELL-EWALD
6/2006 - 8/2008
Warren MI
Experience Planner

Created branded, interactive user experiences for websites and applications. Defined and led the strategic and creative vision for a diverse client base. Researched and defined user needs, business goals and requirements. Coordinated with the art director, technical lead and account manager to inform visual design and facilitate build.

EDUCATION

SCHOOL OF INFORMATION UNIVERSITY OF MICHGAN
Ann Arbor MI
MSI: Human Computer Interaction, 2001

WAYNE STATE UNIVERSITY
Detroit MI
B.A. Psychology, Dean List GPA 4.0, 1996