MATTHEW MARTIN
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Availability: October 31, 2023
Desired locations: Remote

ITHAKA - Ann Arbor, MI, US
Product Designer - 12/2012 to 10/2023 - Hours per week: 40
Help the academic community use digital technologies to preserve the scholarly record and to advance research and teaching in sustainable ways.

DUTIES AND RESPONSIBILITIES
I served as the Lead Product Designer for ITHAKA's infrastructure services tailored for libraries and cultural institutions. My role involved creating user-friendly products that facilitated the transfer of primary source materials onto JSTOR and the efficient management of their digital presence. Collaborating closely with an agile team comprising engineers, researchers, and product managers, I engaged regularly with stakeholders from marketing, outreach, and data governance for seamless collaboration.

I designed a variety of storytelling artifacts to articulate the product vision across all levels of the organization. Additionally, I actively participated in conferences and guest lectures at the University of Michigan, sharing valuable knowledge, techniques, tools, patterns, and expert advice with colleagues, partners, and the wider public.

My approach focused on building inclusive and respectful partnerships with diverse groups of people both within the organization and across institutions worldwide. My genuine interest in the day-to-day operations of our institutions stems from my strong belief in the transformative power of purposeful design, which, in my view, enhances lives. I am deeply passionate about utilizing my skills as a designer to make meaningful contributions to causes larger than myself.

PRODUCT DESIGN:
- 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 insights to shape project strategy, scope, goals, and quarterly OKRs.
- Delivered whatever was needed to guide development by directing 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. Also met weekly with the cross-functional design system team to ensure alignment with brand guidelines and code standards.
- Demonstrated the ability to zoom in and out over the course of the project, stepping back to define the full picture and then moving closer to define details. Generated high-level product strategies as well as practical project steps and considerations to achieve objectives. Had a visionary approach to objectives while being pragmatic in execution.
- Incorporated UX into agile development sprints, coordinating with visual and content designers, developers, and product managers to achieve a strategic vision. Developed tools and tactics that equipped agile product teams with a standardized set of proven problem-solving methods.
- 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 and negotiations with the team about what is and isn't enough to stand as a viable product.

INTERACTION DESIGN
- Paired with front end developers to ensure responsive, efficient, accessible applications using HTML and CSS best practices.
- Conducted accessibility audits for WCAG compliance on JSTOR Forum, Librarian tools, and research platform.
- Use modern interaction design patterns and best practices, understanding that there are exceptions to every rule.
- Commit to making what we build fully accessible to the people we serve.I adhere to accessibility standards, ensuring digital products are usable by everyone, including individuals with disabilities, through features like screen reader compatibility and keyboard navigation.
- Create a work environment that fosters trust, respect, and collaboration.
- I use multiple methods to clearly communicate user-centered methods and their value to non-designers using story-boards, pseudo ui, and other story-telling tactics.

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.
- Conducted an extensive content inventory of three separate marketing websites to be combined into one unified experience.
- Redesigned the organization of the ITHAKA S+R website and research materials.
- Created written materials and visual presentations that are accessible to non-experts while also ensuring legal and technical accuracy.

USER RESEARCH
- Support collaborative decision making by telling compelling stories drawn from research to build shared understanding.
- Demonstrated a persistent commitment to thoughtful, inclusive, and ethical user research. Embracing diversity, I conduct extensive user research across various backgrounds and abilities, enabling the creation of designs tailored for the right fit.
- Conducted thorough user research through interviews, surveys, and usability testing to comprehensively grasp user needs, behaviors, and pain points. Translated identified user needs, behaviors, and pain points into detailed personas and user journeys, invaluable tools for informed decision-making and effective communication within the organization.
- Fostered empathy not only with the public but also with our institution and university partners and colleagues.
- Conducted design activities both remotely and in person, adapting to contextual factors such as concept design research and multi-day design sprints.

ROSETTA - Cleveland, OH, US
User Experience Director - 9/2008 to 12/2012 - Hours per week: 40
interactive marketing agency for Ecommerce, Retail, Fashion, Healthcare, B2B and B2C.

DUTIES AND RESPONSIBILITIES
Led and managed the experience design of branded, interactive, cross-channel user experiences for websites, mobile applications, and enterprise software. Hired and mentored UX designers. Presented research insights and explained how they informed the resulting information and interaction designs for the following verticals: B2B, Healthcare, Financial Services, Government, and Consumer Products & Retail.

INFORMATION ARCHITECTURE
- 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).
- Gathered and defined user needs, business goals, and requirements.

INTERACTION DESIGN
- 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.
- Designed experiences aligned with the following technologies: IBM WebSphere, Microsoft .Net, and Java.

PRODUCT DESIGN

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

CAMPBELL-EWALD - Warren, MI, US
Experience Planner - 6/2006 to 8/2008 - Hours per week: 40
To create fans of brands and endorsers of products by igniting conversations and experiences that demonstrate how brands enhance consumers' quality of life.

DUTIES AND RESPONSIBILITIES
Created branded, interactive user experiences for websites and applications.

PRODUCT DESIGN
- Defined and led the strategic and creative vision for a diverse client base. Clients I worked with included: The US Mint, USPS, Navy, Chevrolet, and Alltel.
- Coordinated with the art director, technical lead, and account manager to inform visual design and facilitate the build.

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

TECHNICAL SKILLS:
Proficient in Figma, Adobe Photoshop, Illustrator, and Premiere Pro, with experience using Sketch, Axure, and other prototyping tools. Continuously expanding front-end development skills in HTML/CSS/JavaScript to enable seamless collaboration with engineering teams. Conduct user research through open card sorting, tree testing, modified Delphi method, usability testing, concept testing, surveys, heuristic evaluations, structured/unstructured and generative/contextual interviews, and cognitive walkthroughs. Execute studies both in-person and remotely. Well-versed in digital collections management, including metadata creation and transformation, implementing metadata standards, developing crosswalks, and applying linked controlled vocabularies from the Library of Congress and Getty.

SELECTED WORK:
- Collection Loader Infrastructure Services, https://www.jstor.org/admin/collection-loader Spearheaded the entire design journey for a new product, starting from its initial conception and carrying it through to its official launch.
- JSTOR Forum, https://forum.jstor.org/ Lead designer of the digital collection cataloging and publishing tool.
- Pharos Design System, https://pharos.jstor.org/ Led the integration of motion design into our company's design system.

SELECTED 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
- "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
  euroIA - Madrid Spain

EDUCATION

University of Michigan Ann Arbor, MI United States
Master of Science in Information 4/2001
Human Computer Interaction

Wayne State University Detroit, MI United States
Bachelor of Science 4/1996
Psychology
Dean List GPA 4.0