MATTHEW MARTIN
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Availability: October 29, 2023
Portfolio: https://matomaton.github.io/

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
Lead Product Designer for ITHAKAs infrastructure services for libraries and cultural institutions. Created simple and intuitive products to transfer their primary source materials onto JSTOR and manage their presence. Worked as a member of an agile team of engineers, researchers, and product managers. I regularly engaged with stakeholders from marketing, outreach, and data governance for collaboration. I created a range of storytelling artifacts to express the product vision to all levels within the organization.

PRODUCT DESIGN:
- Partnered with stakeholders, engineers, and PMs to understand business requirements and user needs, using insights to shape project strategy, scope, goals, and quarterly OKRs.
- Conducted extensive user research through interviews, surveys, and usability testing to comprehensively understand user needs, behaviors, and pain points. Translated identified user needs, behaviors, and pain points into detailed personas and user journeys, serving as valuable tools for informed decision-making and effective communication within the organization.
- 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 for developer collaboration.
- Paired with front end developers to ensure responsive, efficient, accessible applications using HTML and CSS best practices.
- Contributed to twice-weekly design critiques with peers to level up work through review while also meeting weekly with the cross-functional design system team to ensure alignment with brand guidelines and code standards.
- Consistently added to and updated the [JSTOR's design system](). I played a pivotal role in crafting various components and [Motion Guidelines]().
- Developed an editorial workflow for technical documentation between the product team and the support team creating seamless cohesive voice and tone between the in product messaging and the support information.

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.

- Facilitated the transition of the information architecture and interaction design as it moved from the creative to technical teams.
- Gathered and defined user needs, business goals and requirements.
- Present to various clients, research insights and how that informed the resulting information and interaction designs for the following verticals: B2B, Health Care, Financial Services, Government, and Consumer Products & Retail.
- Design experiences to be aligned with the following technologies: IBM WebSphere, Microsoft .Net and Java.
- Hired and mentored UX designers.

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.
- 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.

TECHNICAL SKILLS:
Proficient in Figma, Adobe Photoshop, Illustrator, and Premier Pro, with experience using Sketch, Axure, and other prototyping tools. Continuously expand front-end development skills in HTML/CSS/JavaScript to enable fluid 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/
  Lead in integrating 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
- "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