

Matthew Crowe

Product Designer

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Experience

Product Designer
Cigna Digital
Los Angeles, CA
January 2021 - Present

- Working with product and engineering to improve the prescriptions and find care experience for MyCigna web and mobile.

Product Designer
Cigna Innovation
Bloomfield, CT
January 2020 - December 2020

- Designed and developed virtual sales tour to replicate client site visits
- Virtual Reality Concept work for the sales organization

Product Designer
Cigna.com
Bloomfield, CT
July 2019 - January 2020

- Redesign Careplan Tx and Medicare Site to meet DXS 2.0 standards
- UX strategy/concept work for the Cigna mobile app redesign
- Sketch and Invision design system simplification
- Conducted UX reviews on microsites and widgets for Cigna.com
- Designed different widgets and microsites for Cigna.com

UX Designer Intern
Cigna.com
Bloomfield, CT
January 2018 - May 2019

- Conducted UX reviews on microsites and widgets for Cigna.com
 - Designed different widgets and microsites for Cigna.com
- Digital Marketing Intern
StaffAny
Singapore
August 2018 - December 2018
- Our team built the foundation for StaffAny's digital marketing strategy
 - Defined target market, set measurable KPIs and developed tactics across multiple campaigns
 - Set up social media accounts, email marketing campaigns, created engaging content, improved site SEO, and scheduled/ tracked targeted ads on Facebook and Google Adwords.

Education

University of Connecticut
Bachelors degree in Digital Media and Design
Storrs, CT
August 2015 - May 2019

Skills

Sketch	Illustrator	HTML	Wordpress
Invision	After Effects	CSS	Webflow
Figma	Photoshop	Javascript	