



Matthew Spangenberg

User Experience Designer



Experience

User Experience Designer

StumbleUpon (*March 2013 - Present*)

About:

StumbleUpon helps people easily discover new and interesting content on the web. Tell them what you like, and they'll introduce you to amazing web pages, videos, photos, and more that you would not have found on your own.

Role:

In order to innovate the product across platforms and channels, I collaborated with project managers, designers, and developers in engagement, acquisition, mobile, and marketing teams. Informed decisions were made based upon user research and then executed in the forms of sprints in regards to lean and agile methodologies.

Duties:

- User Research
- UX / UI / Visual Design
- Information Architecture
- Prototyping and Mockups
- Branding Patterns
- iOS Application UI and UX
- Android Application UI and UX

Lead Designer

Intrinsik Design (*July 2012 - March 2013*)

About:

Intrinsik Media is a cutting edge interactive agency focused in the biotech and pharmaceutical industry. Intrinsik's solution based products enhance clients capabilities and enable innovative initiatives to deliver the needed competitive advantage.

Role:

By utilizing current technology such as web and iOS devices, it was my job to bring the notoriously problematic and dated design of the pharmaceutical industry into today's constantly evolving design advancements and solutions. I have led the design for websites, iOS applications, and branding that have benefited pharmaceutical representatives, doctors, and pharmacists.

Duties:

- iOS Application Design
- Front-End Development
- User Experience
- User Interaction
- Visual Design
- Responsive Design
- Branding and Identity



Experience (continued)

Visual Analytical Technologist

JWT (June 2011 - June 2012)

About:

JWT is one of the largest advertising agencies in the world. The analytic department's goal was to have a hand behind campaigns from start to end with baselines, goals, and reporting for tracking and optimizing experiences.

Role:

The team pioneered an analytical platform in which our clients could view the performance of their campaigns in real time simply by visiting a dashboard accessible via web, tablet, and mobile. I pioneered the UI, UX, and development of each dashboard that were tailored and personalized to the respective client.

Duties:

- User Experience
- User Interaction
- Visual Design
- Information Graphics
- Web Analytics Implementation
- Adhoc and Reporting
- Social Media Listening
- Server Administration

Designer

Luice Design (August 2010 - June 2011)

About:

Luice Design welcomes its clients to the world of creative printing. With many of the designs featured throughout the internet, Luice Design offers the most unique print collateral with their extensive amount of materials and printing options.

Role:

Creating the most unique business cards were not the priority, but were the result of reflecting the client's purpose and meaning through materials and printing techniques. I designed by this principal with each print collateral piece I created.

Duties:

- Design Print Collateral
- Print Setup and Export
- Liaison for Clients
- Maintenance of Sites and Blogs
- Product Photography



StumbleUpon

Growth | Mobile | Paid Discovery | Site

The background features a complex pattern of overlapping triangles in shades of red, orange, and dark brown, creating a sense of depth and motion.

Growth Team

Growth - Acquisition

Visitor Toolbar Experience

Visual Update Test

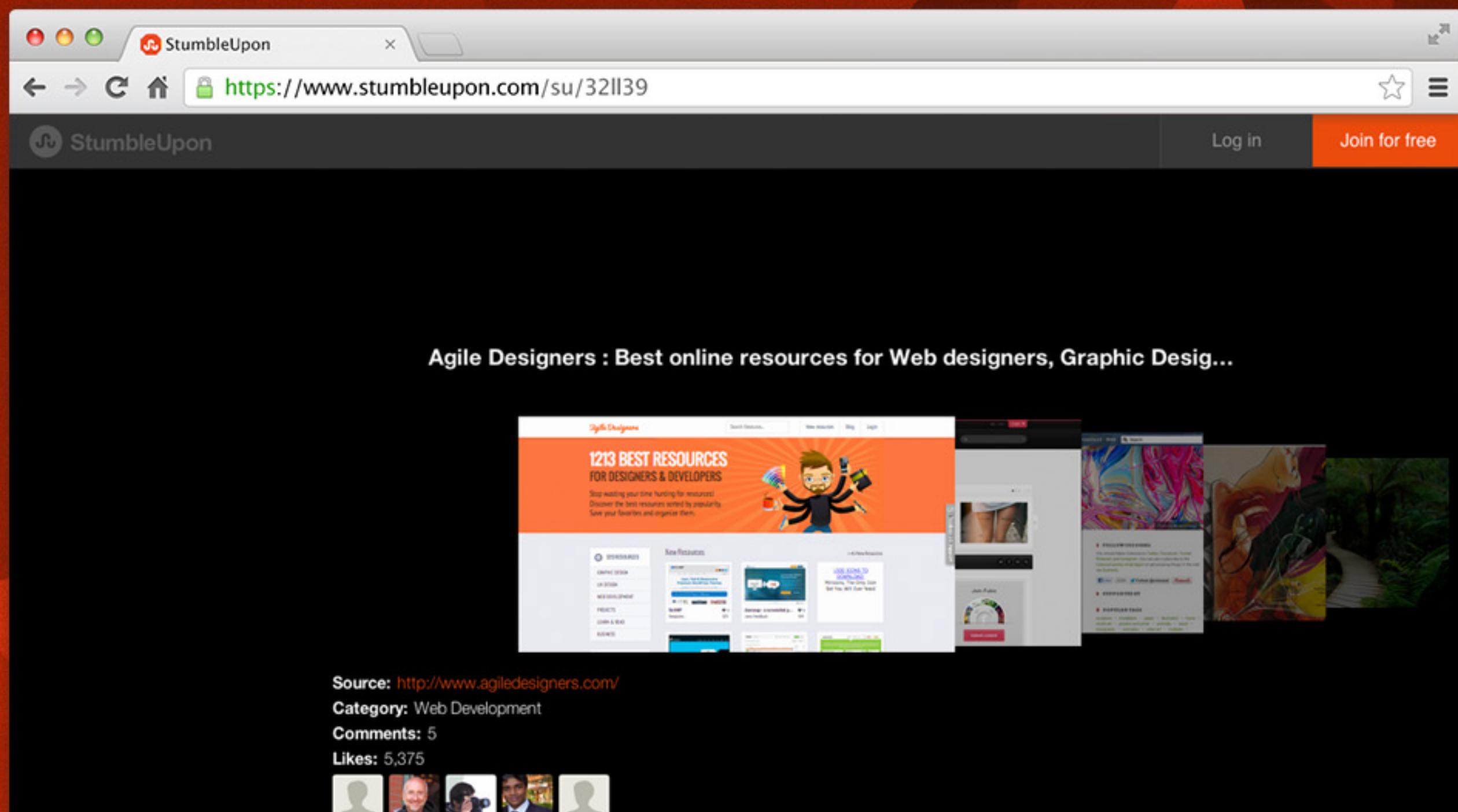
Goal:

StumbleUpon's second largest entry point for unique visitors are "Stumbles", webpages, that are submitted and shared outside of the product. The goal was to create an experience that would increase registration as well as brand familiarity.

The image shows a screenshot of the StumbleUpon website. The top navigation bar includes links for 'New resources', 'Blog', and 'Login'. The main headline reads 'StumbleUpon shows you great content based on your interests'. Below this, a sub-headline for 'Agile Designers' is visible. A large orange banner features the text '1225 BEST RESOURCES FOR DESIGNERS & DEVELOPERS' and a subtext: 'Stop wasting your time hunting for resources! Discover the best resources sorted by popularity. Save your favorites and organize them.' To the right of the banner is a cartoon character of a man holding a smartphone and a color palette. Below the banner, there are sections for 'New Resources' and categories like 'GRAPHIC DESIGN', 'UX DESIGN', 'WEB DEVELOPMENT', and 'PROJECTS'. At the bottom, a sidebar lists 'I am Agile Designer?' and 'I am Agile Developer?'. The footer contains a copyright notice: 'Copyright © 2012 StumbleUpon, Inc. All rights reserved.'

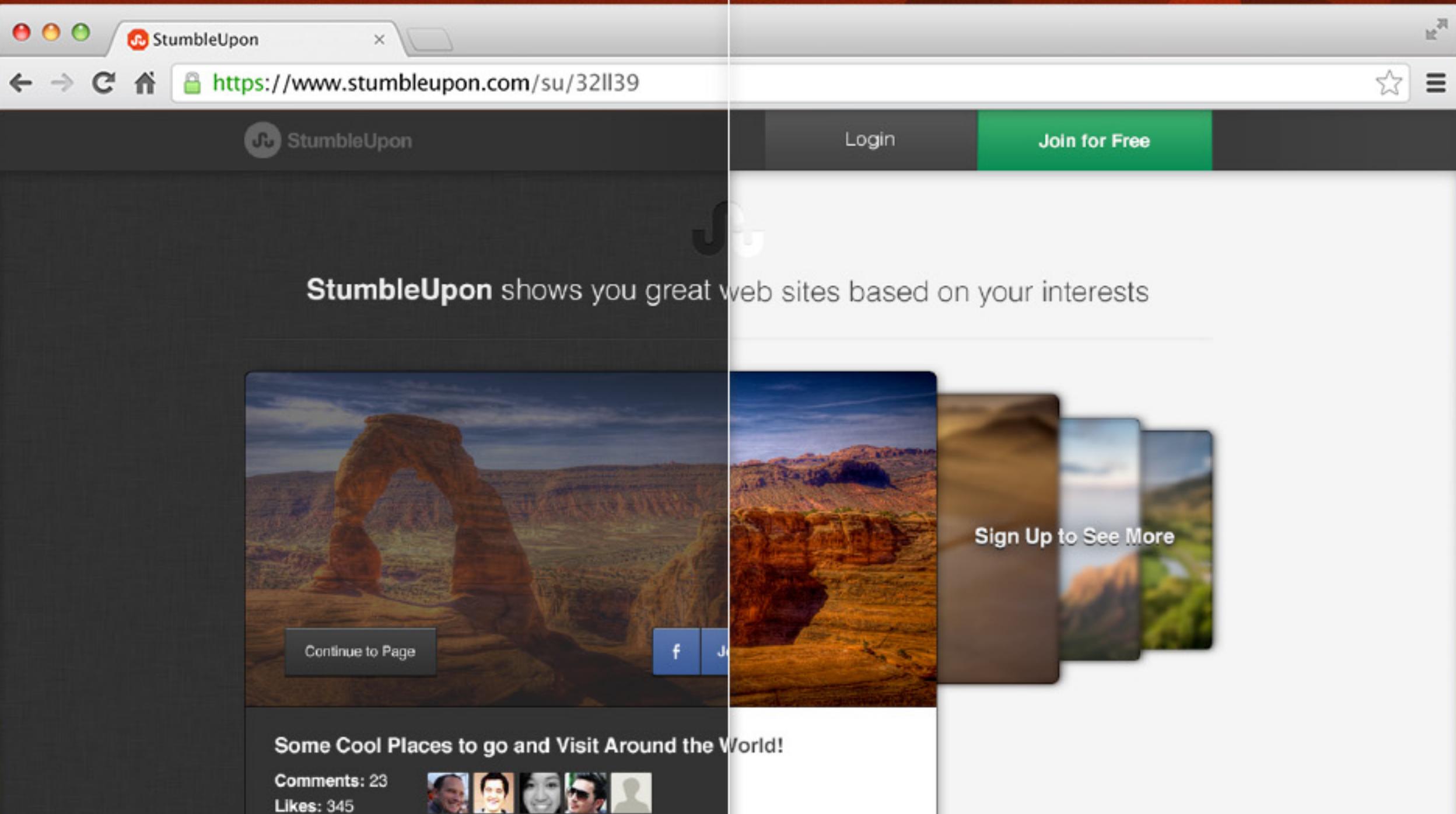
Visitor Toolbar Experience - Visual Update Test

A - Baseline Default



Visitor Toolbar Experience - Visual Update Test B & C - Dark and Light Alternatives

Dark Variation: +25% Regs | Light Variation: +4% Regs



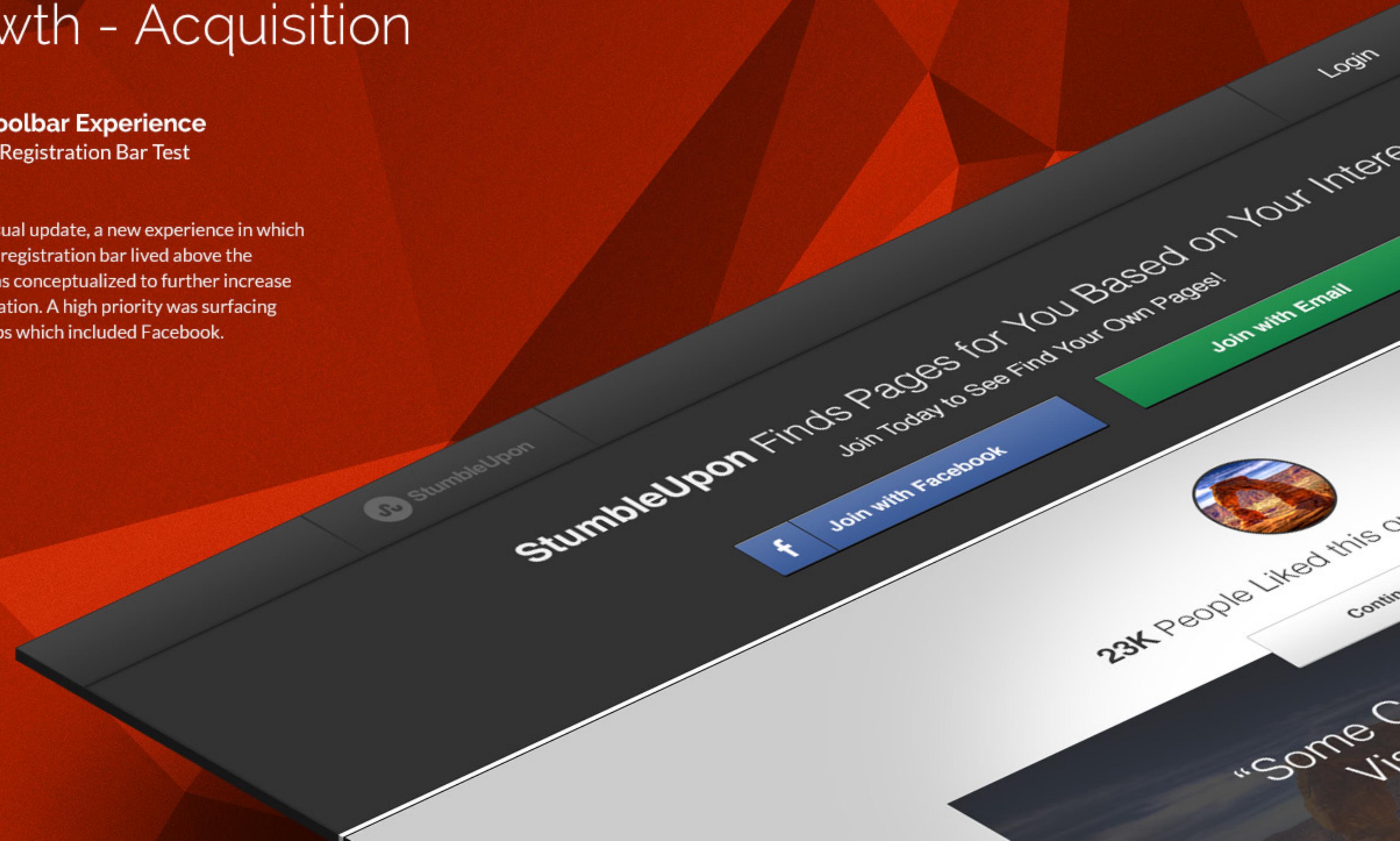
Growth - Acquisition

Visitor Toolbar Experience

Persistent Registration Bar Test

Goal:

After the visual update, a new experience in which a persistent registration bar lived above the webpage was conceptualized to further increase total registration. A high priority was surfacing social signups which included Facebook.



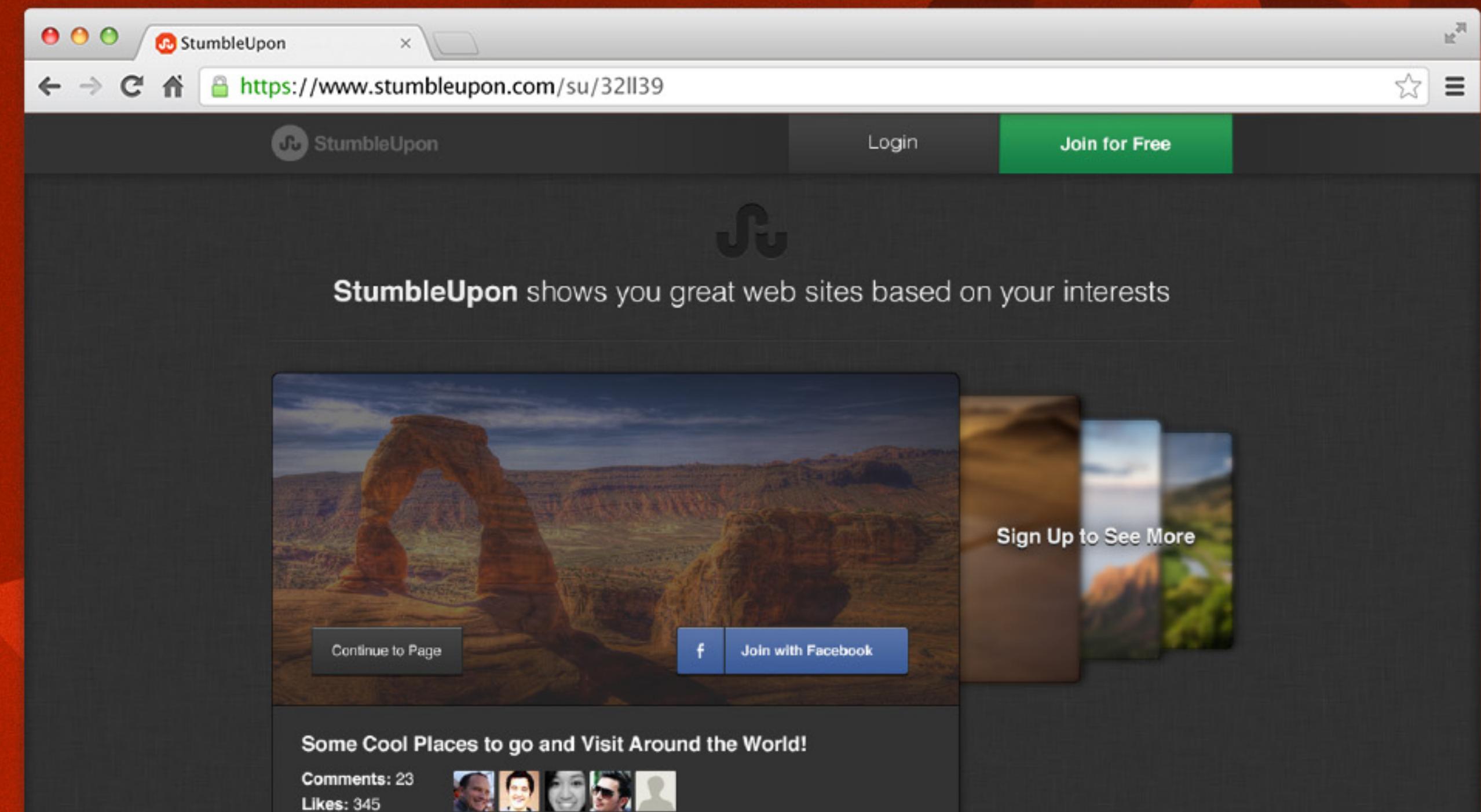


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Visitor Toolbar Experience - Persistent Registration Bar

A - Baseline Default



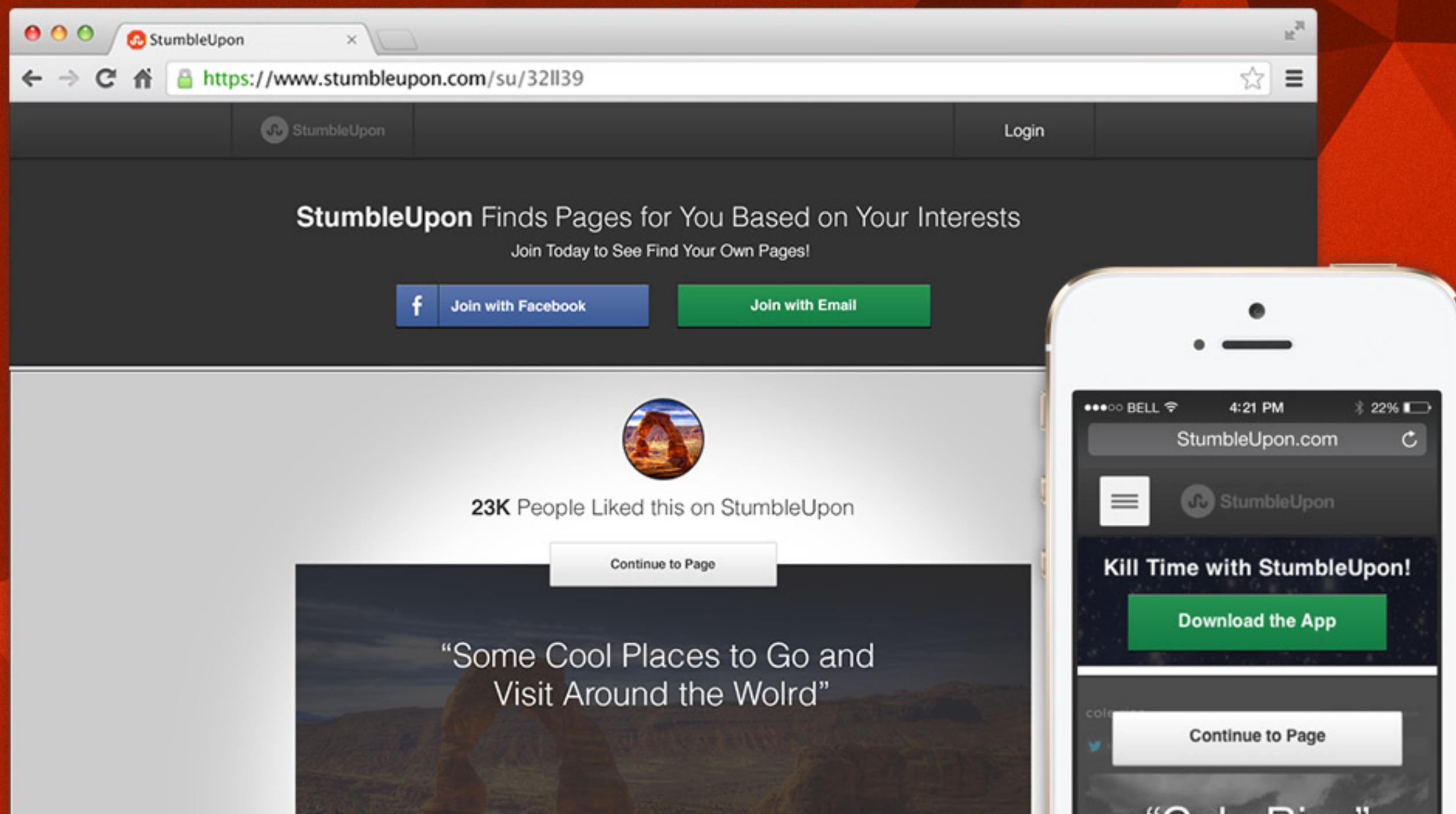
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Visitor Toolbar Experience - Persistent Registration Bar

B - Persistent Registration Bar

+44% Email Registrations | +112% Facebook Registrations



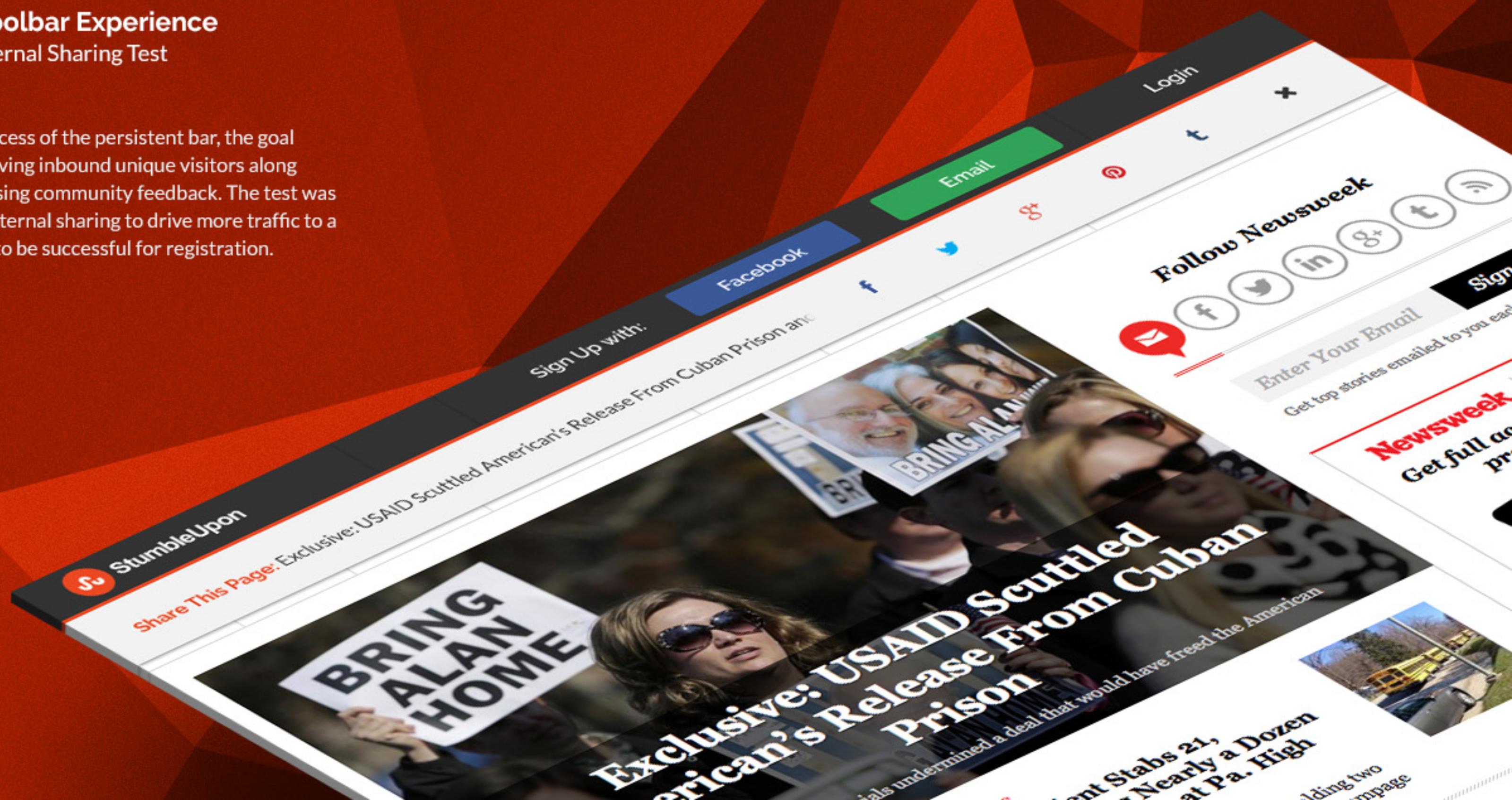
Growth - Acquisition

Visitor Toolbar Experience

Visitor External Sharing Test

Goal:

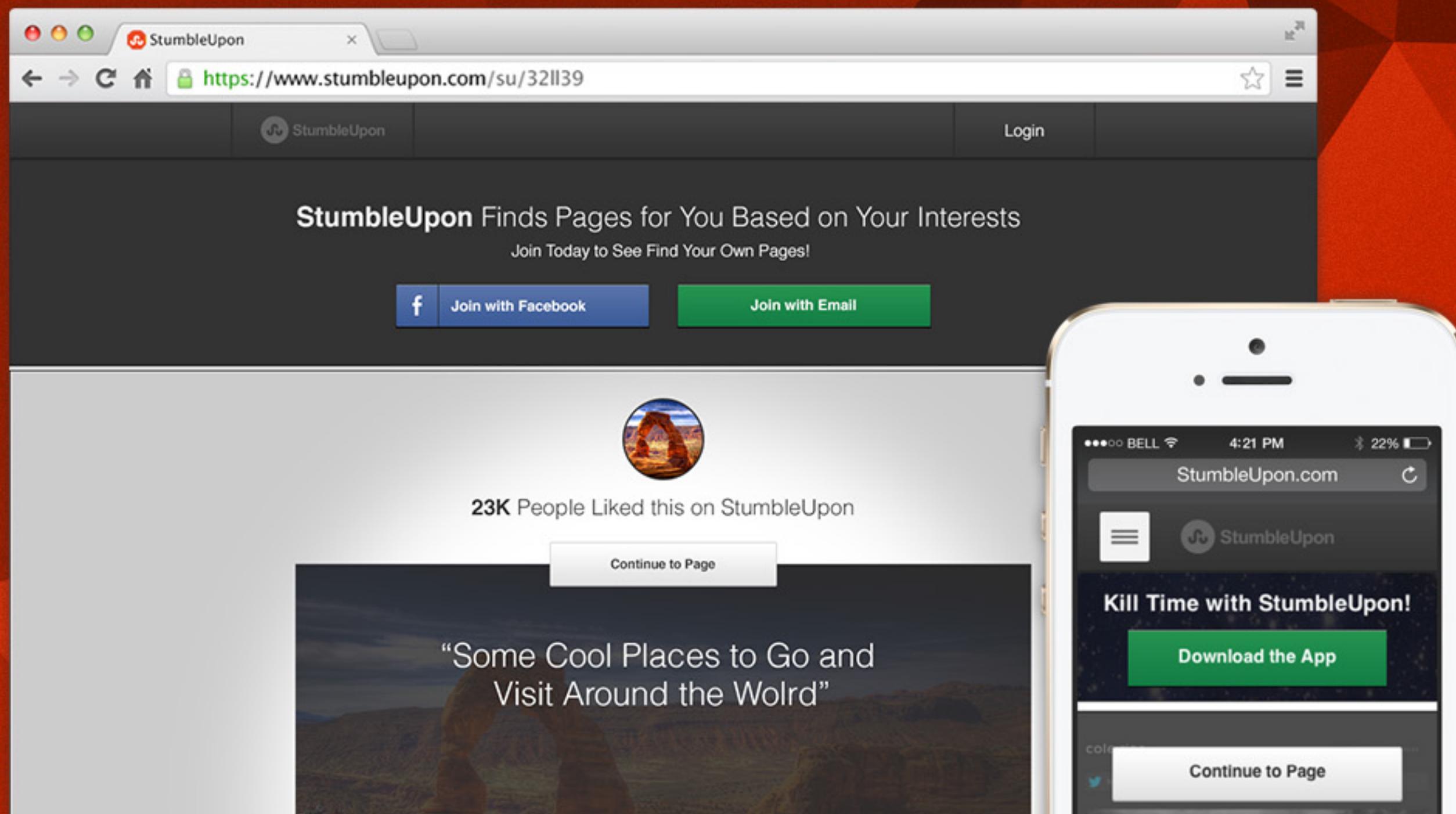
With the success of the persistent bar, the goal moved to driving inbound unique visitors along with addressing community feedback. The test was to surface external sharing to drive more traffic to a flow known to be successful for registration.





Visitor Toolbar Experience - Visitor External Sharing

A - Baseline Default



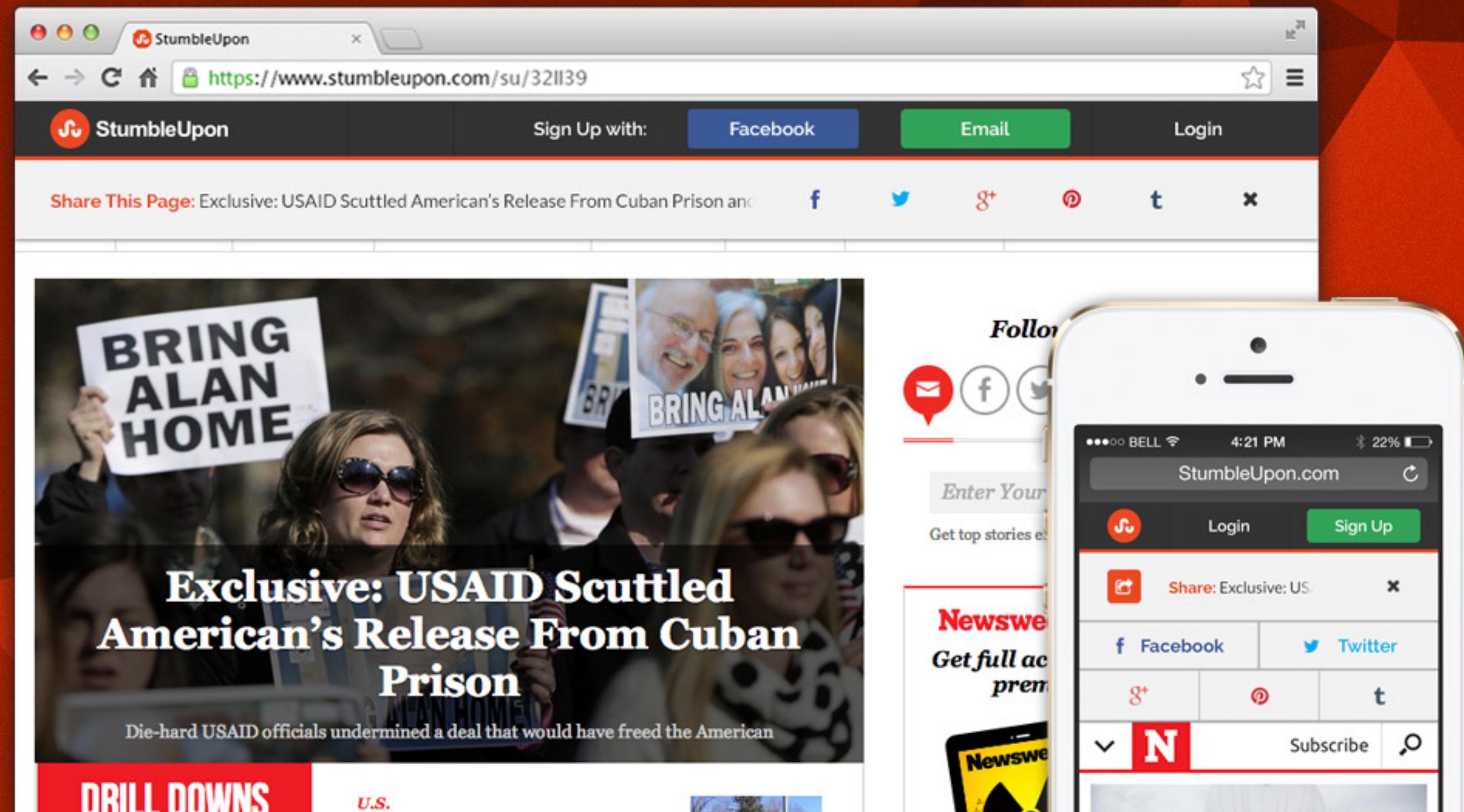
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Visitor Toolbar Experience - Persistent Registration Bar

B - Persistent Registration Bar

+37% Total Registrations | +621% Unique Visitors to "Stumbles"





A background composed of a dense arrangement of triangles in shades of red and orange, creating a low-poly or crystalline effect across the entire frame.

Mobile Team

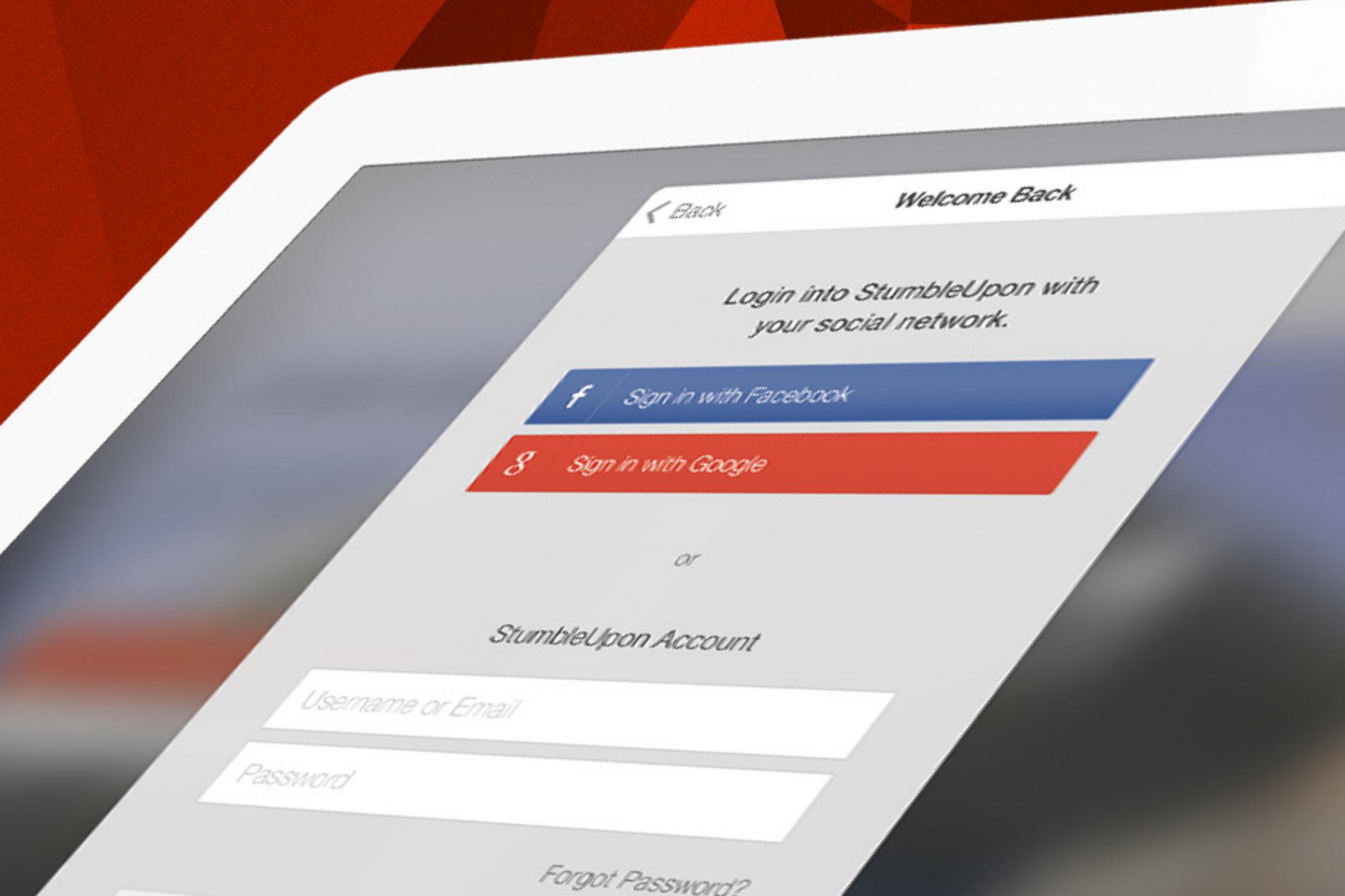
Mobile - Acquisition

Native Registration

iOS - iPhone & iPad / Android - Holistically

Goal:

In order to separate dependancies from the StumbleUpon sites's registration page, our efforts were focused on updating our mobile applications to utilize native registration. This included a new UX, internationalization, and store updates.

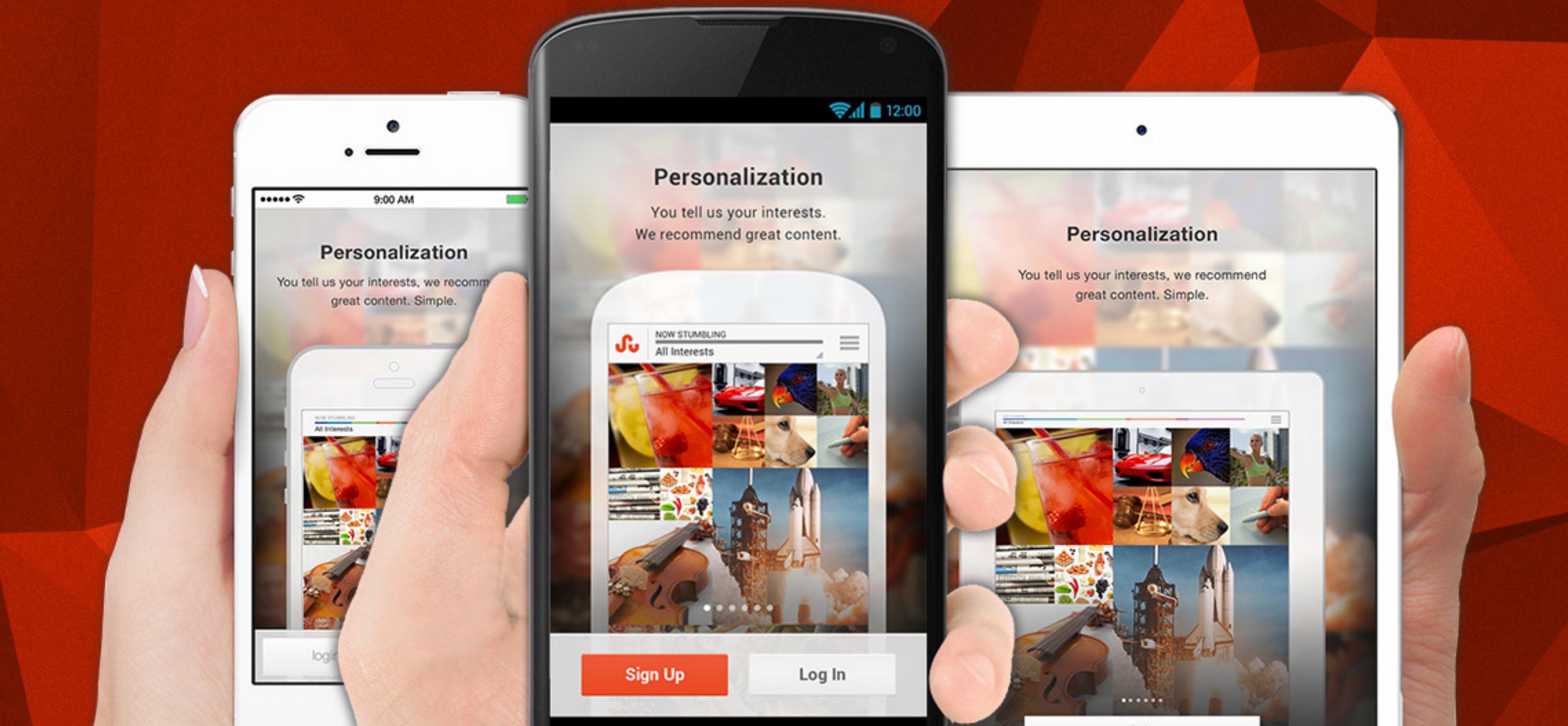


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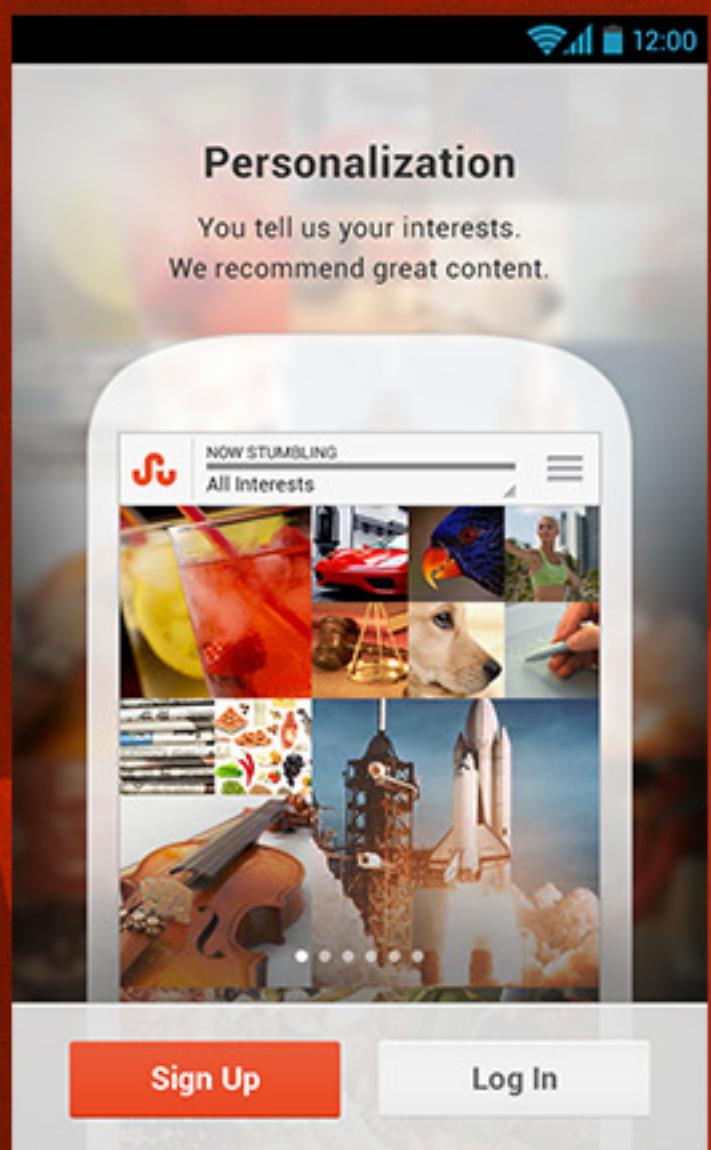
Native Registration - Cross Platform

Consistent User Experience Tailored to Platform Paradigms

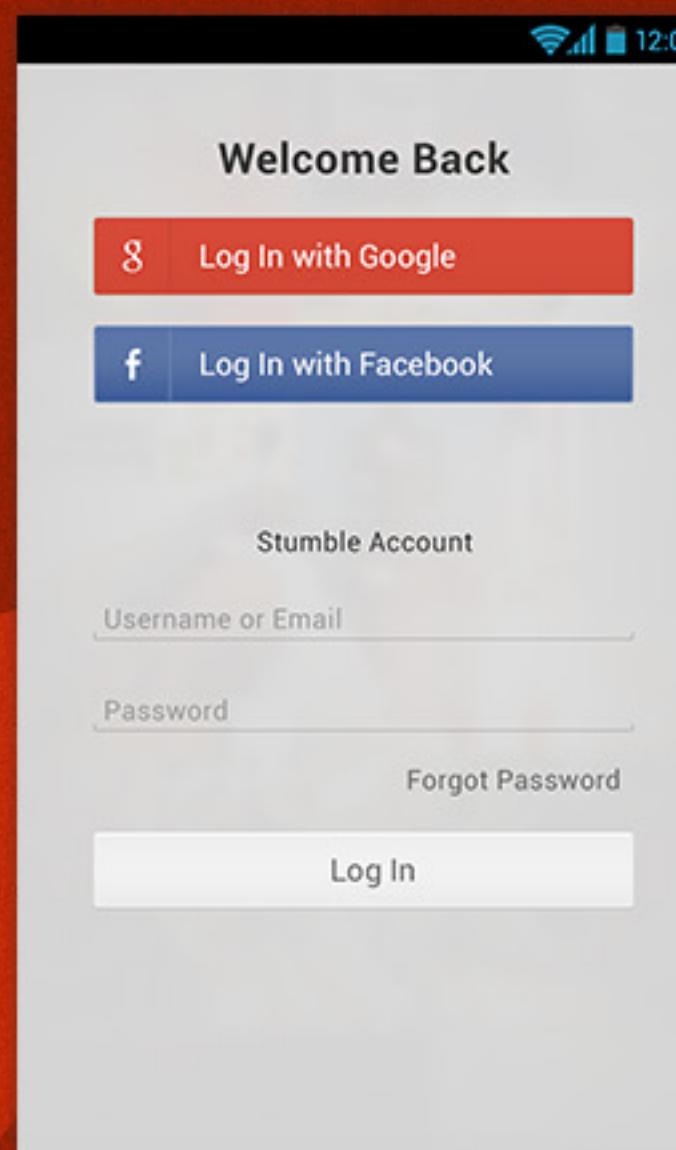


Tutorial, Login, and Registration Android Platform

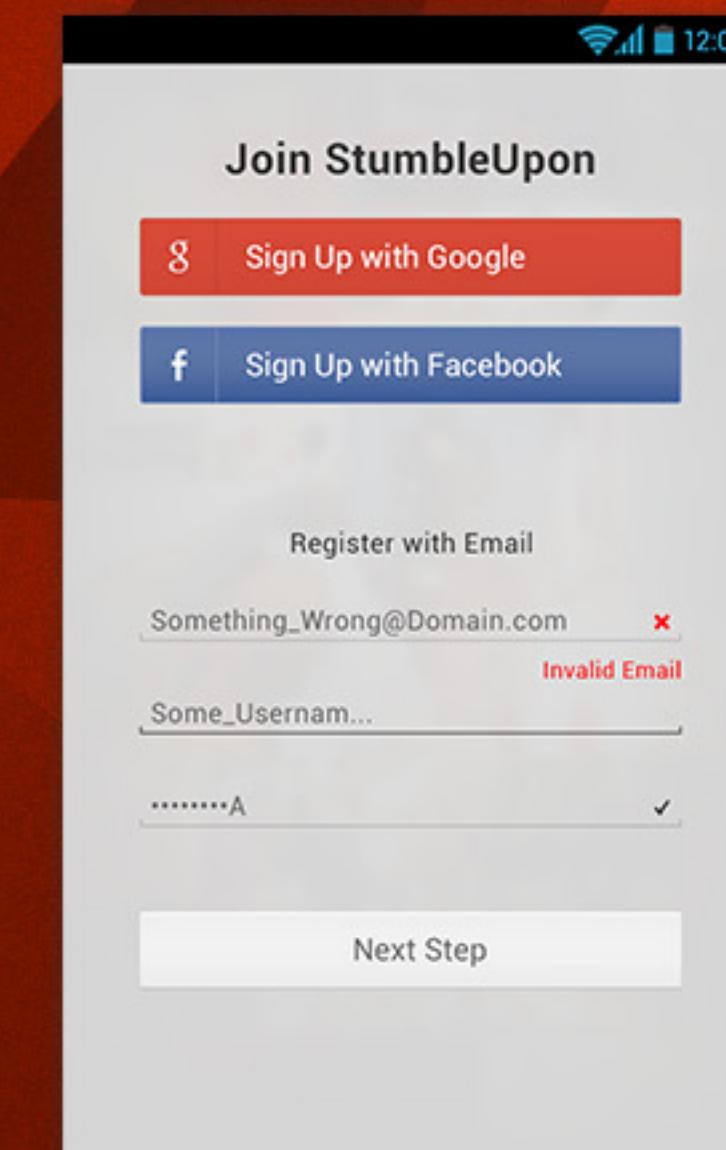
Tutorial



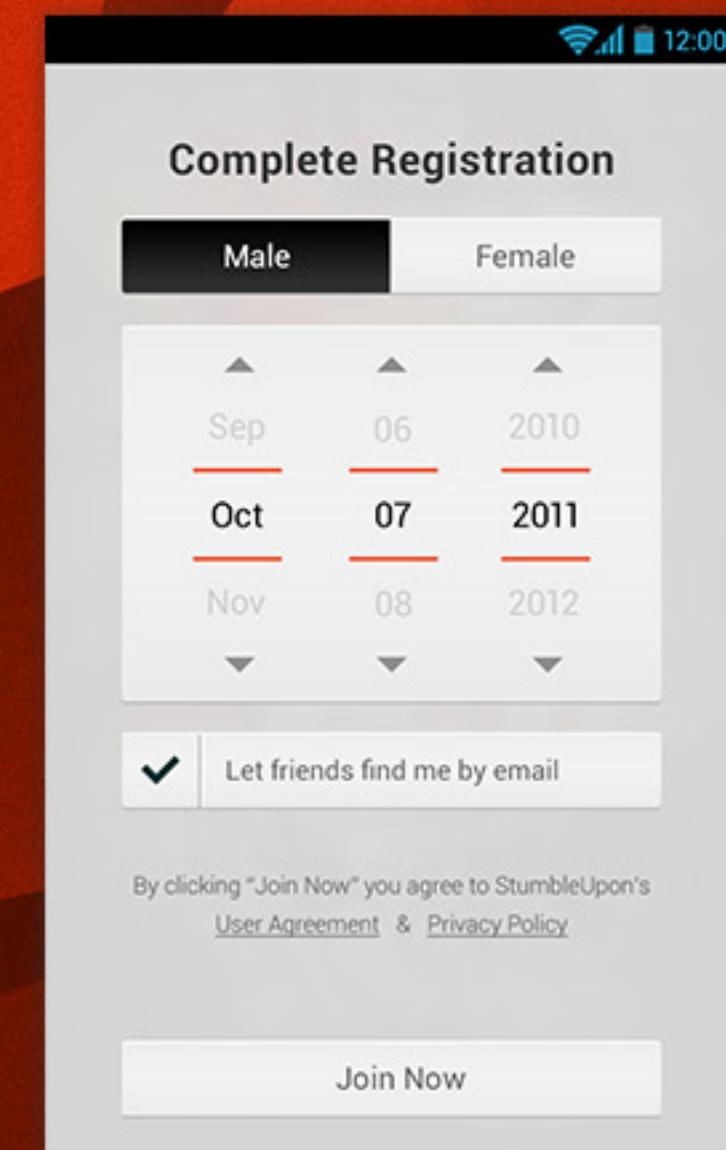
Login



Registration - 1



Registration - 2



Internationalization Support New User Experience

Spanish



Italian



Japanese



Portuguese



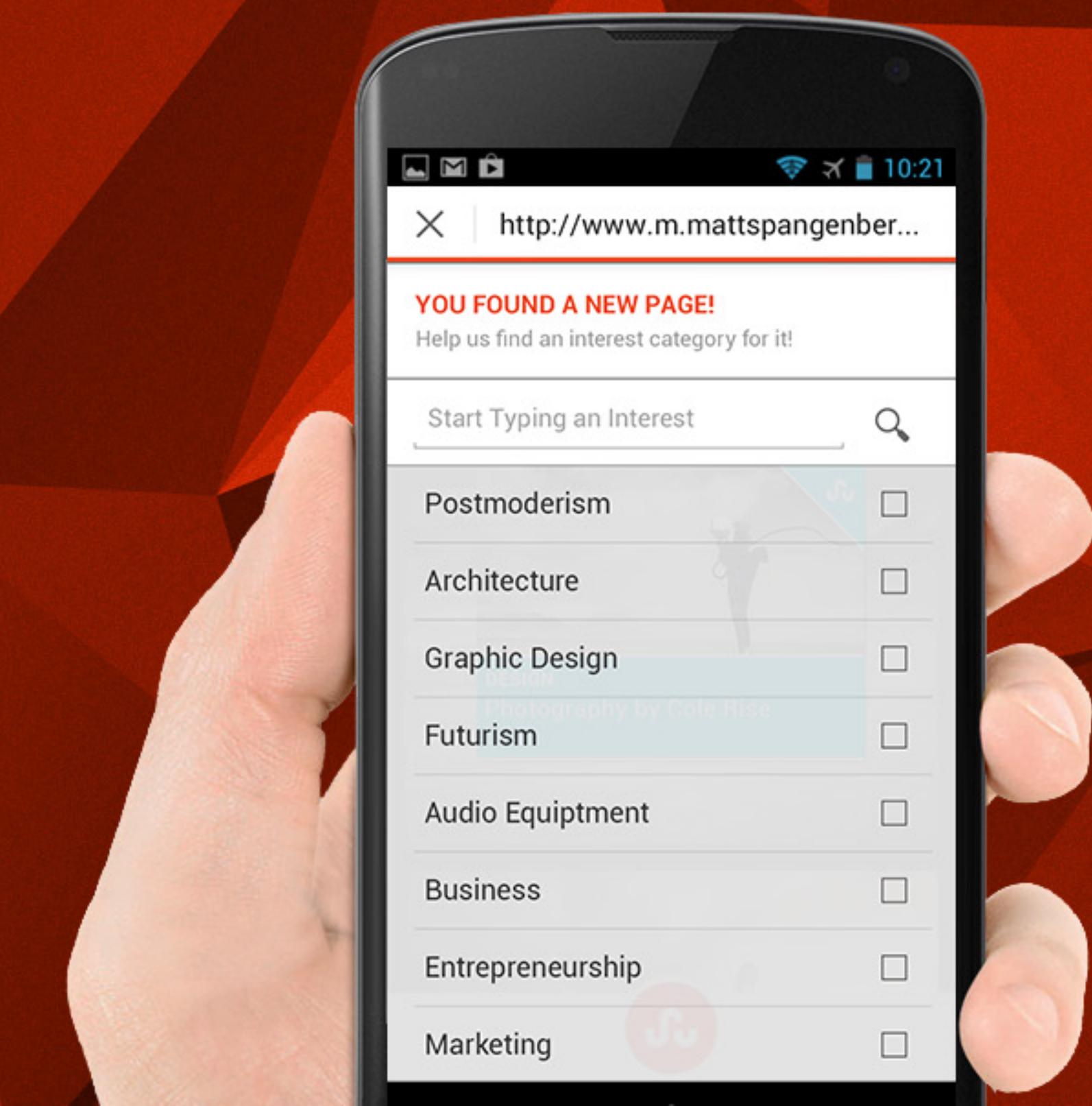
Mobile - Engagement

Content Submission

Android Platform

Goal:

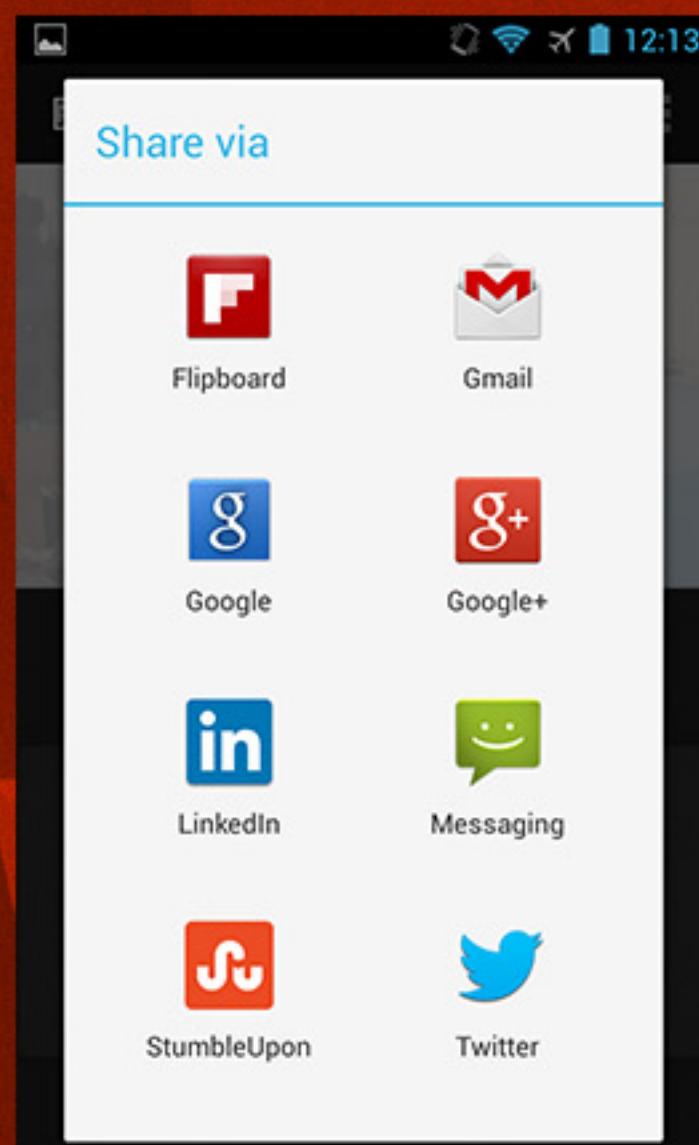
To create a frictionless experience for submitting content to StumbleUpon, we leveraged the native share functionality of the Android OS. In the past, requiring users to enter the app to submit a page resulted poor conversions.



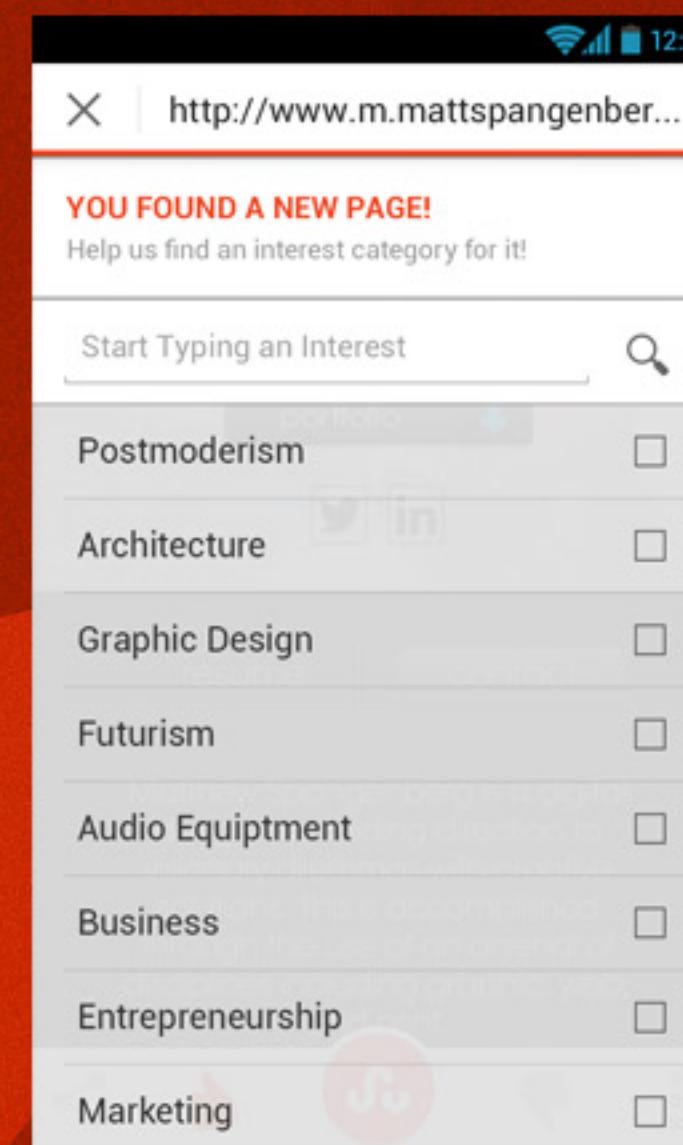
Content Submission - Android Platform

Simplified Stumble Ingestion Experience

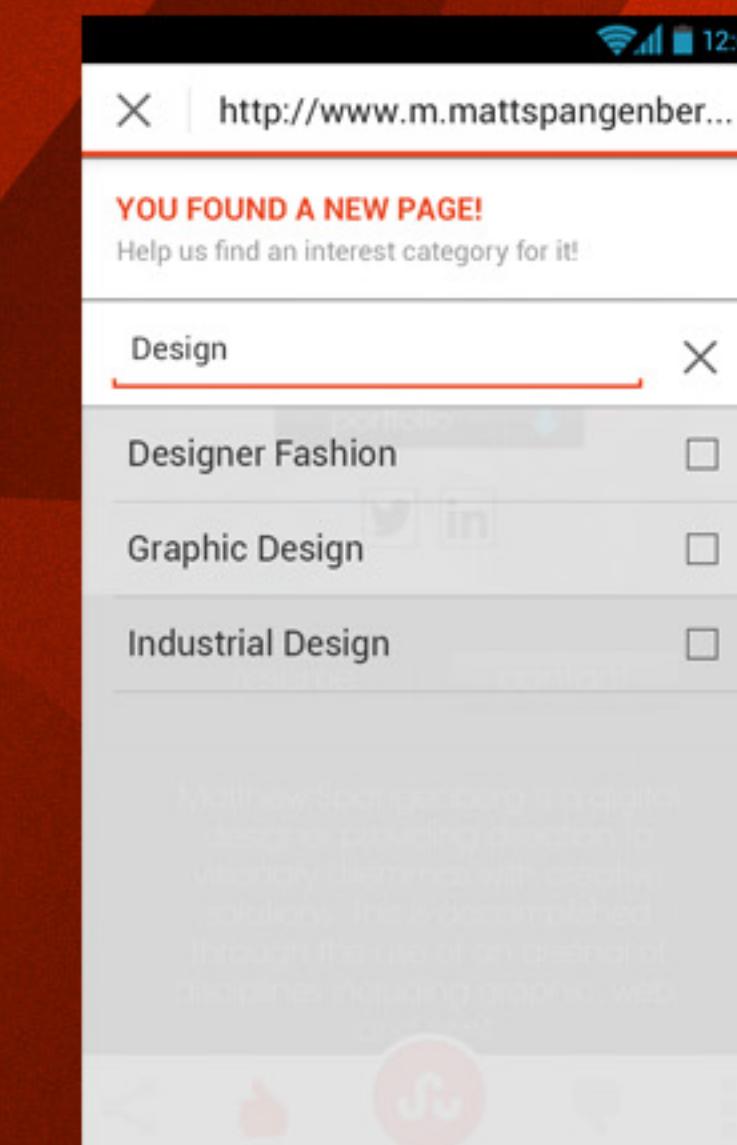
Native Share



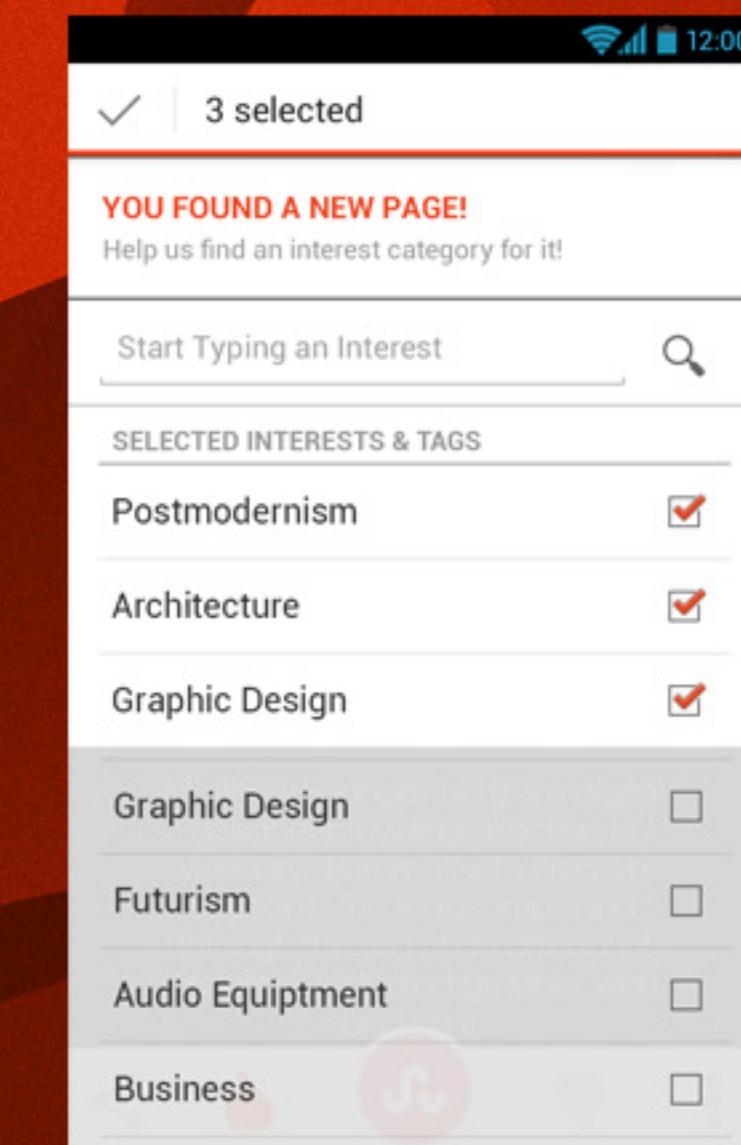
Notification



Search



Selection





A background composed of a repeating pattern of red and orange triangles of varying sizes, creating a sense of depth and motion.

Paid Discovery Team

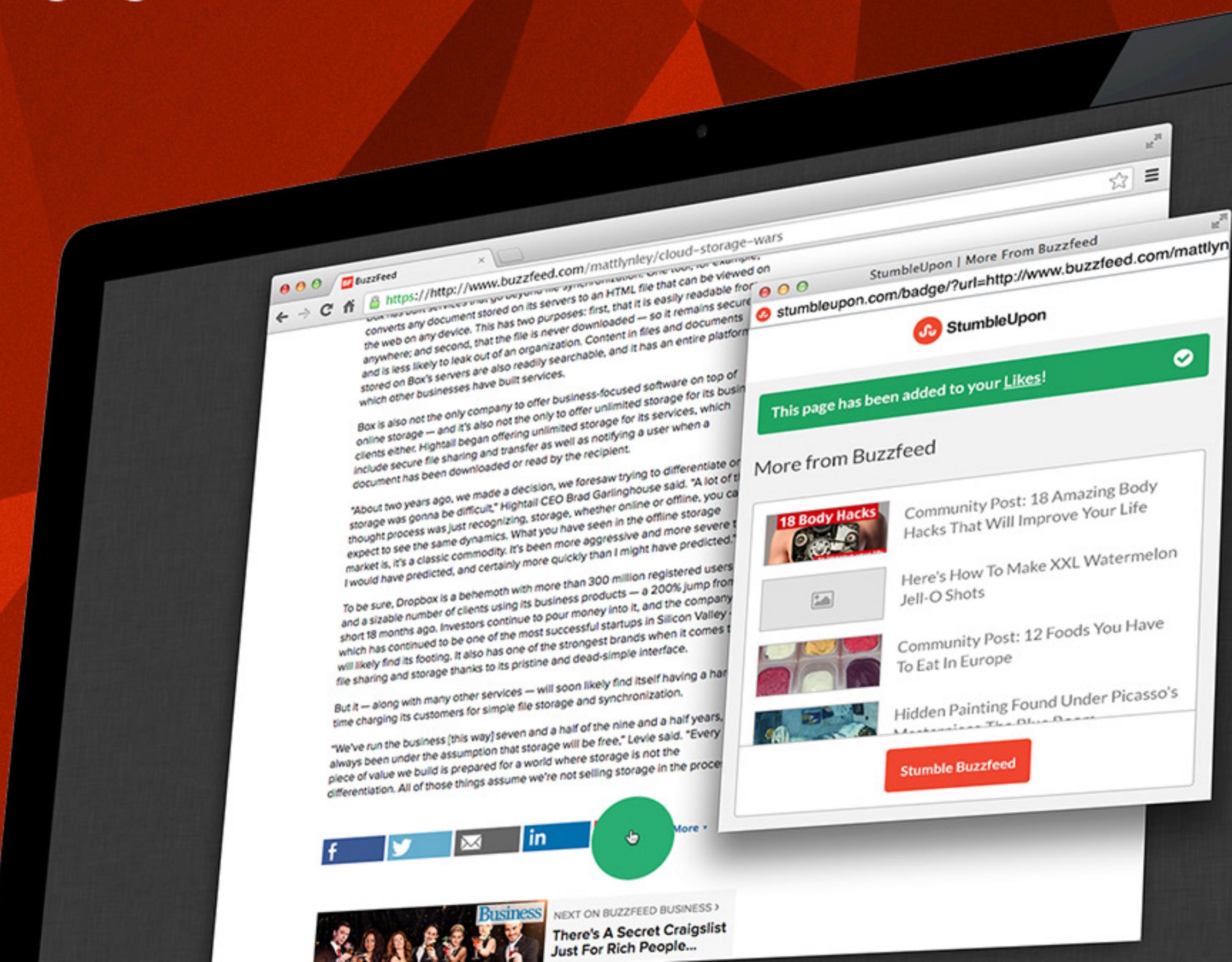
Paid Discovery - Engagement

Publisher Badges

MVP - Publisher Domain Stumbling

Goal:

StumbleUpon's badges make it easy for users to submit their favorite content to the network. We created a new badge to drive traffic to more publisher webpages from existing and non-existing StumbleUpon users by surfacing similar content.



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Publisher Badges - Experiences

Pop-Up from Publisher Badge Click

Logged In

StumbleUpon

This page has been added to your Likes!

More from Buzzfeed

Community Post: 18 Amazing Body Hacks That Will Improve Your Life

Here's How To Make XXL Watermelon Jell-O Shots

Community Post: 12 Foods You Have To Eat In Europe

Hidden Painting Found Under Picasso's Bed

[Stumble Buzzfeed](#)

Logged Out

StumbleUpon [Join for Free](#)

Login or Sign Up to add this page to your Likes

More from Buzzfeed

Community Post: 18 Amazing Body Hacks That Will Improve Your Life

Here's How To Make XXL Watermelon Jell-O Shots

Community Post: 12 Foods You Have To Eat In Europe

Hidden Painting Found Under Picasso's Bed

[Stumble Buzzfeed](#)

Paid Discovery - Monetization

StumbleUpon Network

MVP - Publisher On-Page Stumbling

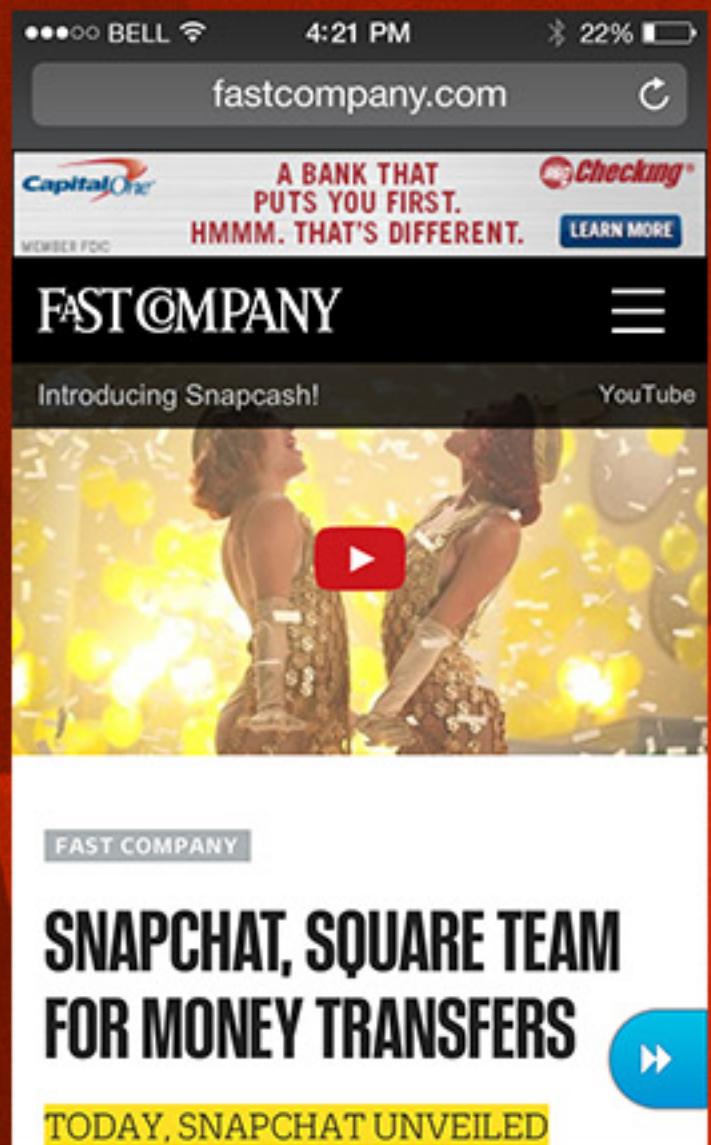
Goal:

As an effort to give our publishers the best traffic, on-page publisher stumbling was developed. This feature would provide our users greater discovery of content within a domain they know as well as the publishers with the more visits.

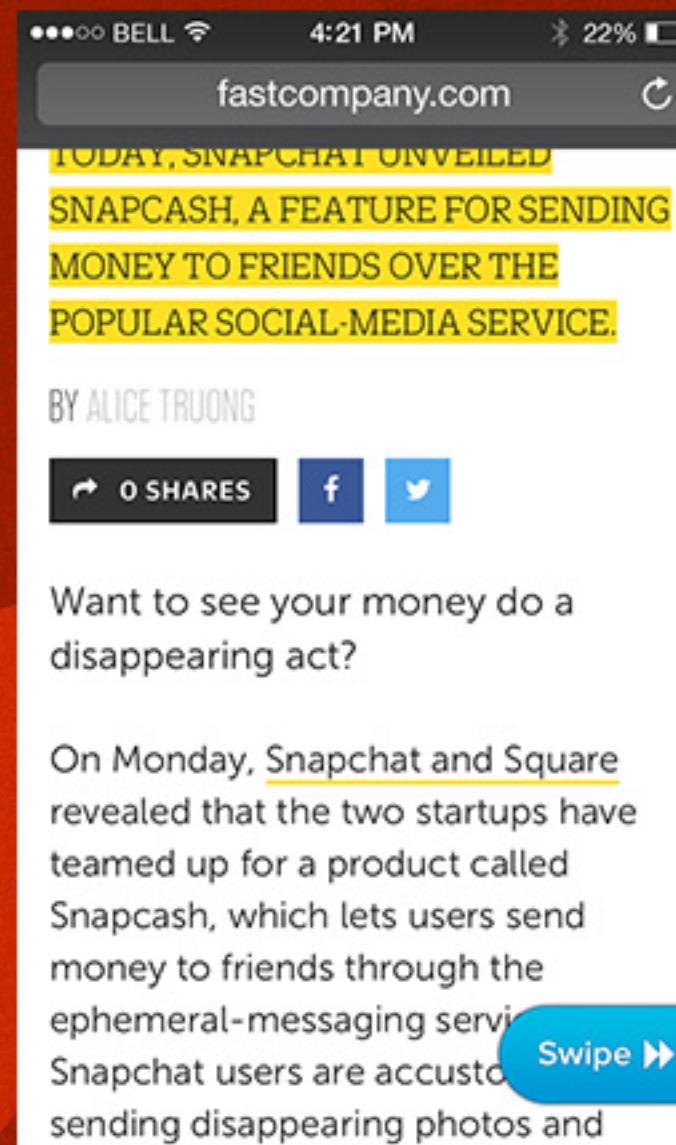


StumbleUpon Network - Flow Example of Publisher Stumbling

Page Load



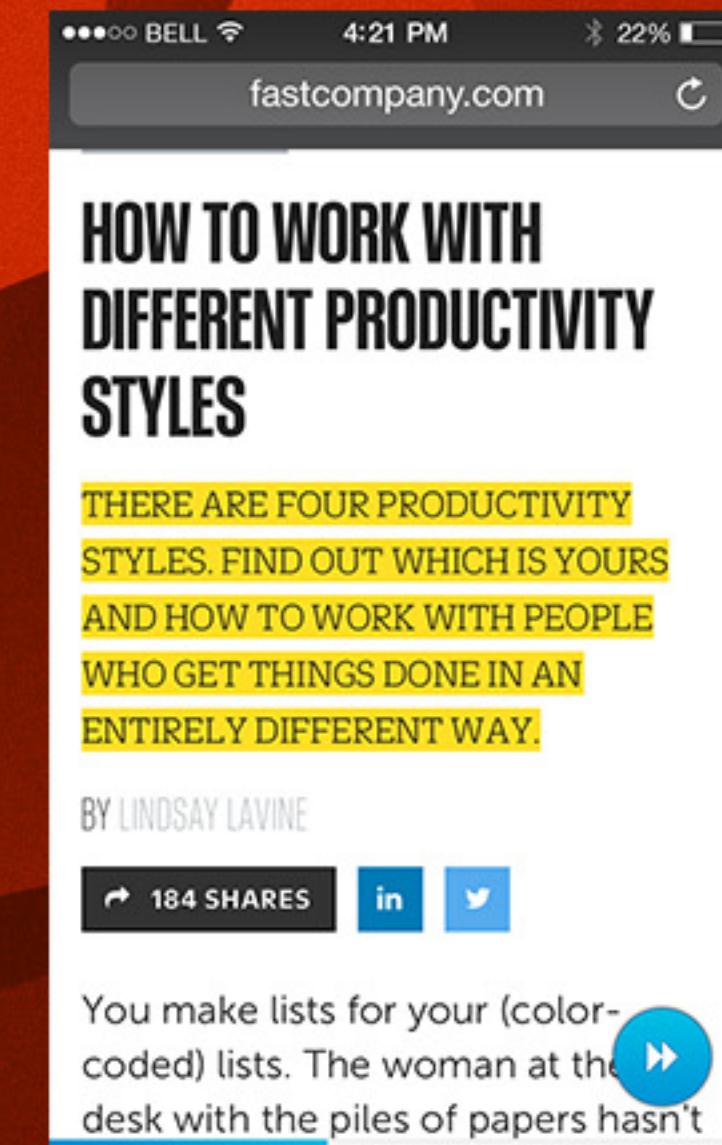
On Scroll

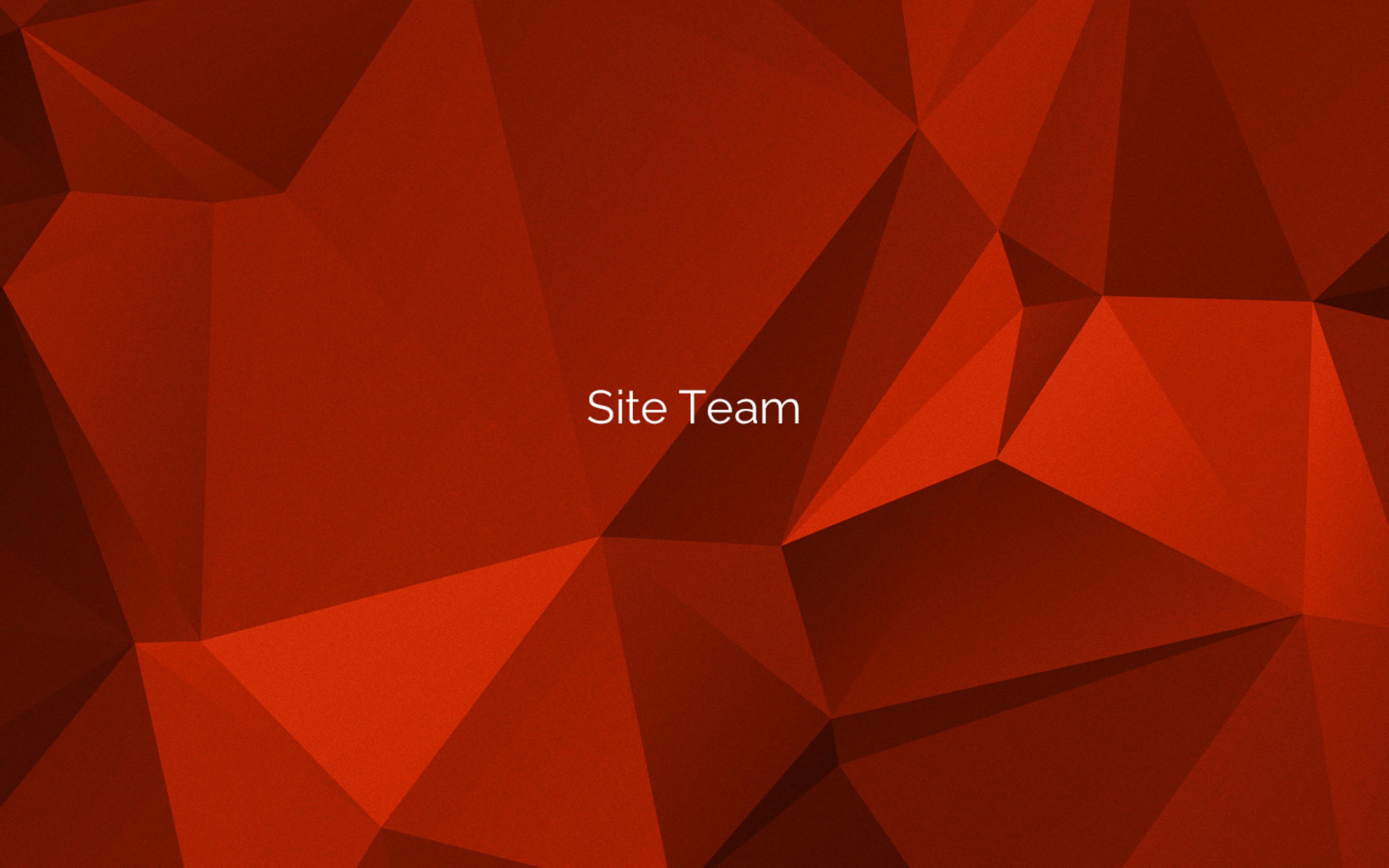


On Click



In Page Scroll



The background of the slide features a complex, abstract geometric pattern composed of numerous triangles. These triangles are primarily colored in shades of red and orange, creating a warm, dynamic feel. The pattern is non-repeating and covers the entire surface of the slide.

Site Team

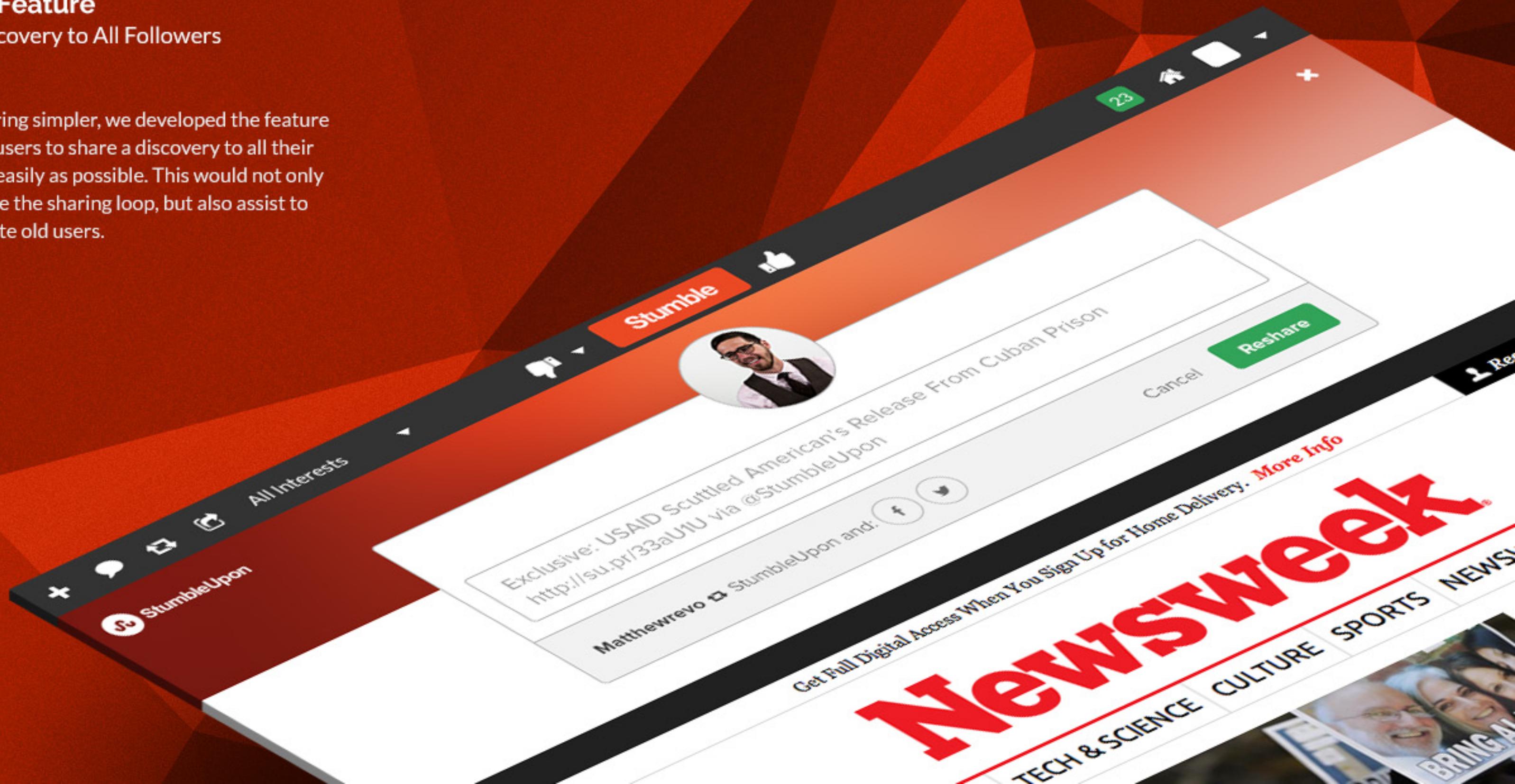
Site - Engagement

Reshare Feature

Share a Discovery to All Followers

Goal:

To make Sharing simpler, we developed the feature re-share for users to share a discovery to all their followers as easily as possible. This would not only help complete the sharing loop, but also assist to help reactivate old users.

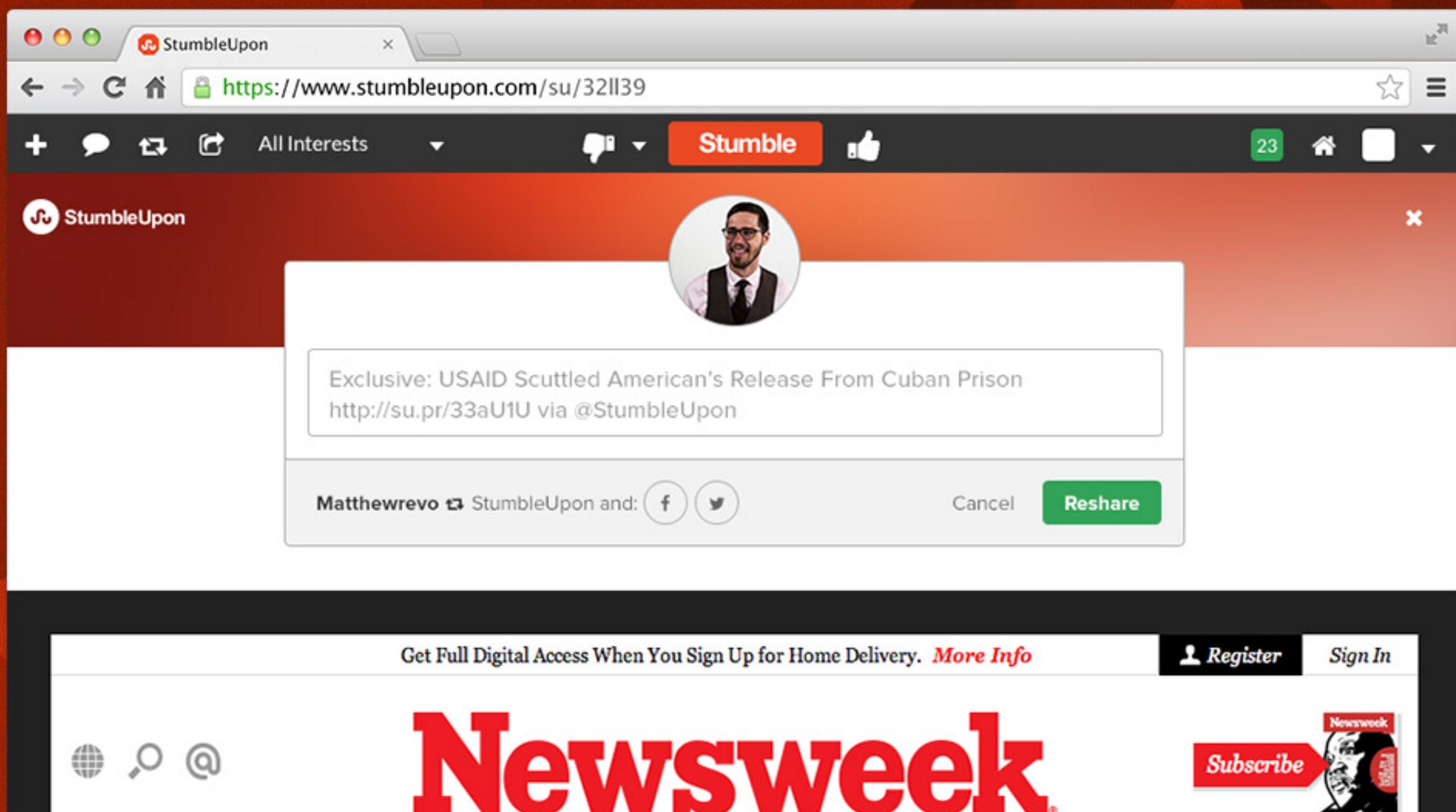


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Reshare Feature

User Interface of Share Panel



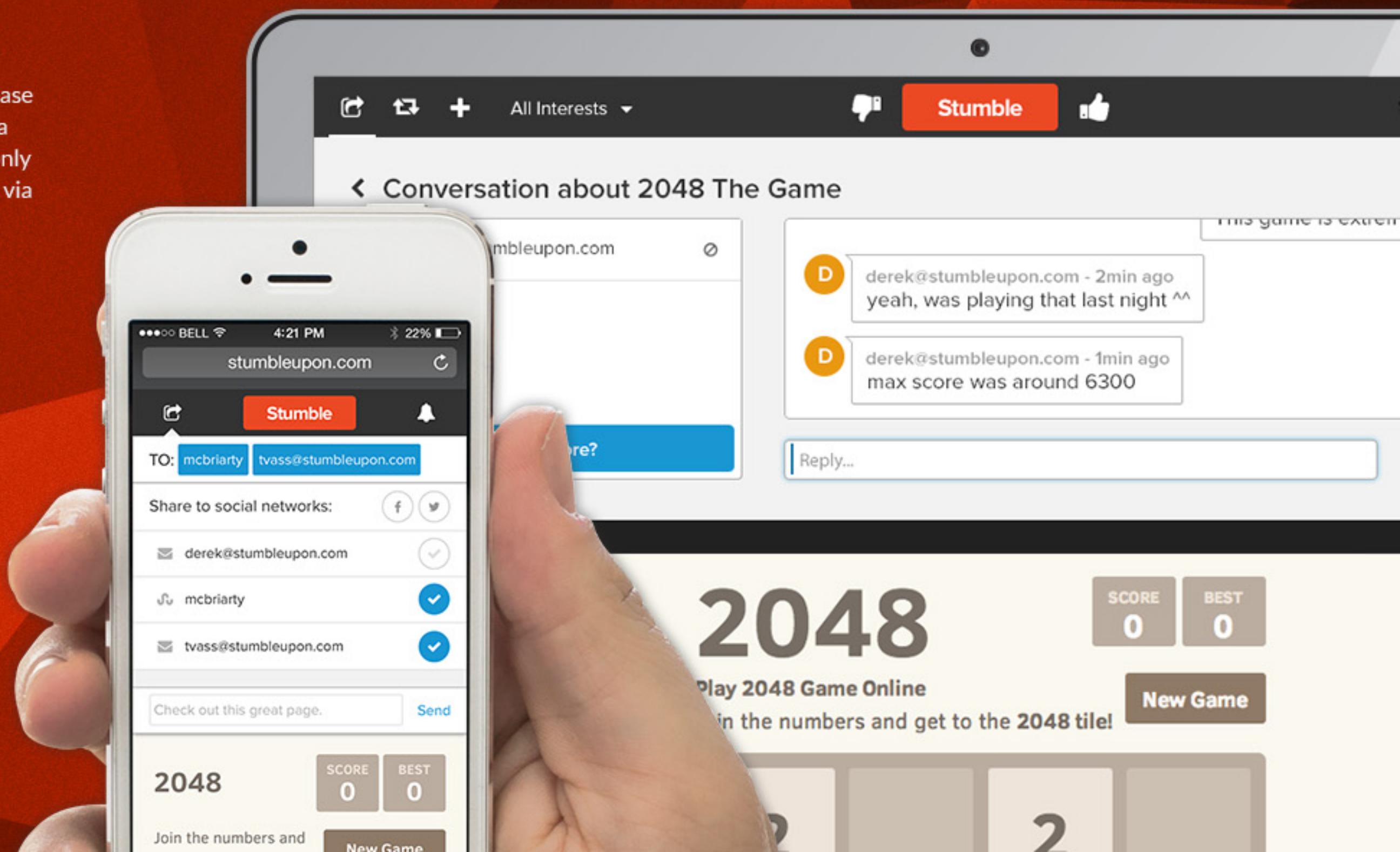
Site - Engagement

Conversations Feature

MVP - Group Messaging Platform

Goal:

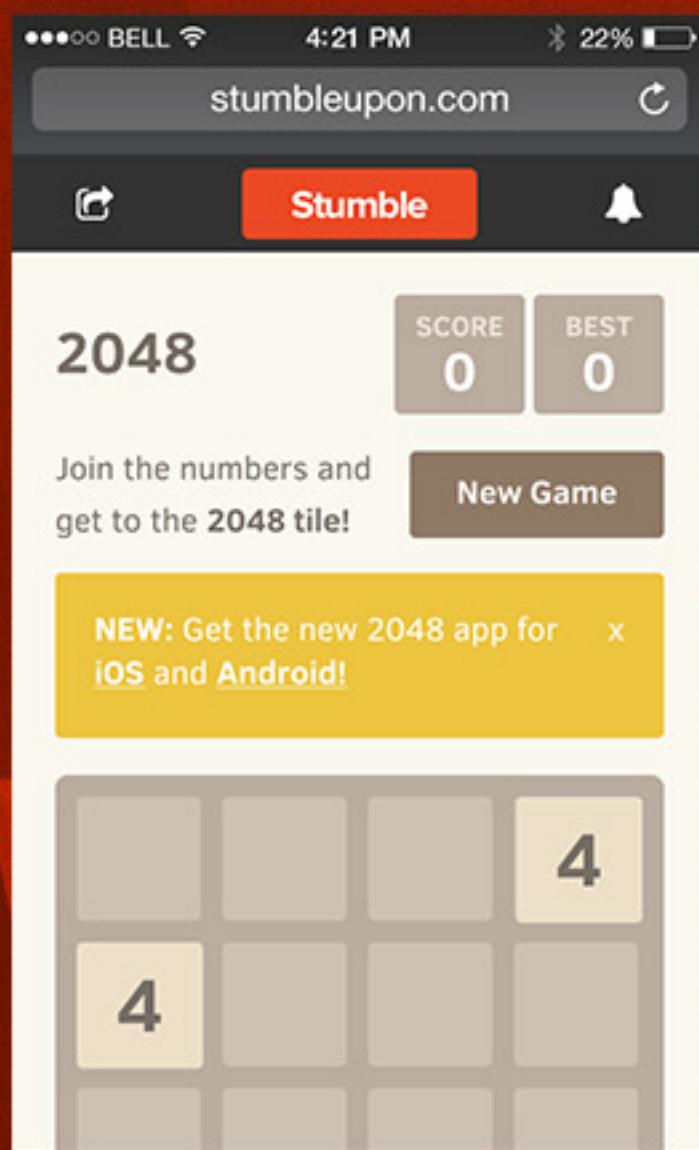
We focused on improving social loops to increase both engagement and acquisition by creating a conversation platform. Stumblers would not only be able to chat with existing users, but friends via email outside the network.



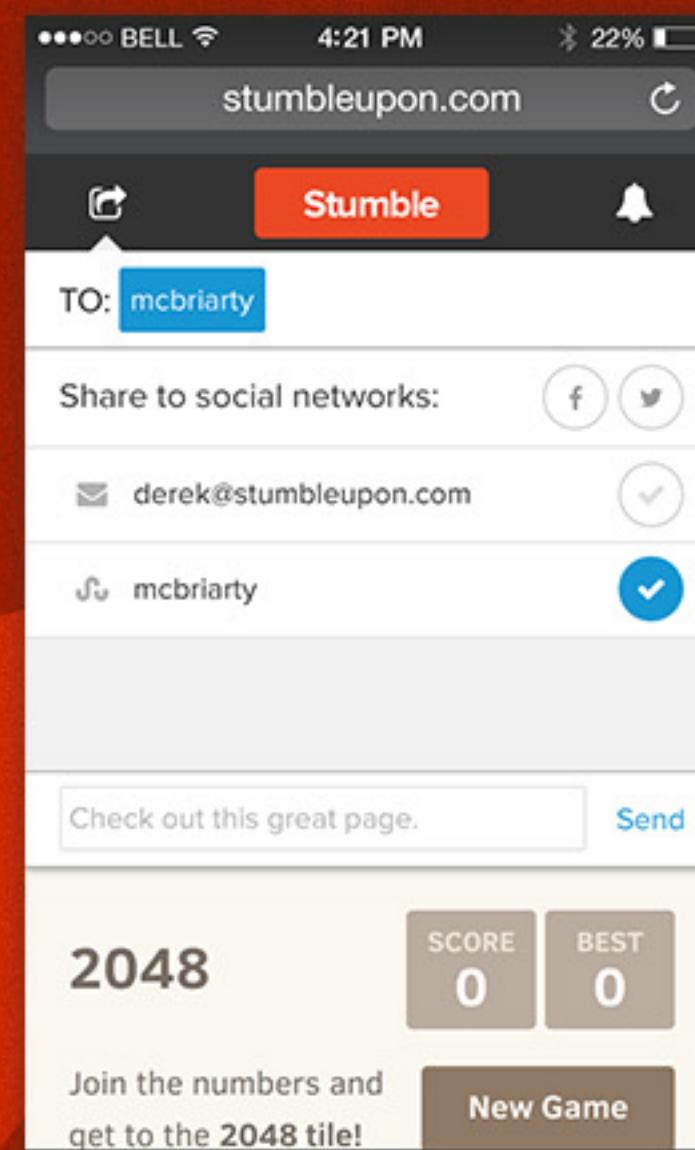
Conversation Feature - Mobile Web Invite

Initiate Conversation By Sharing

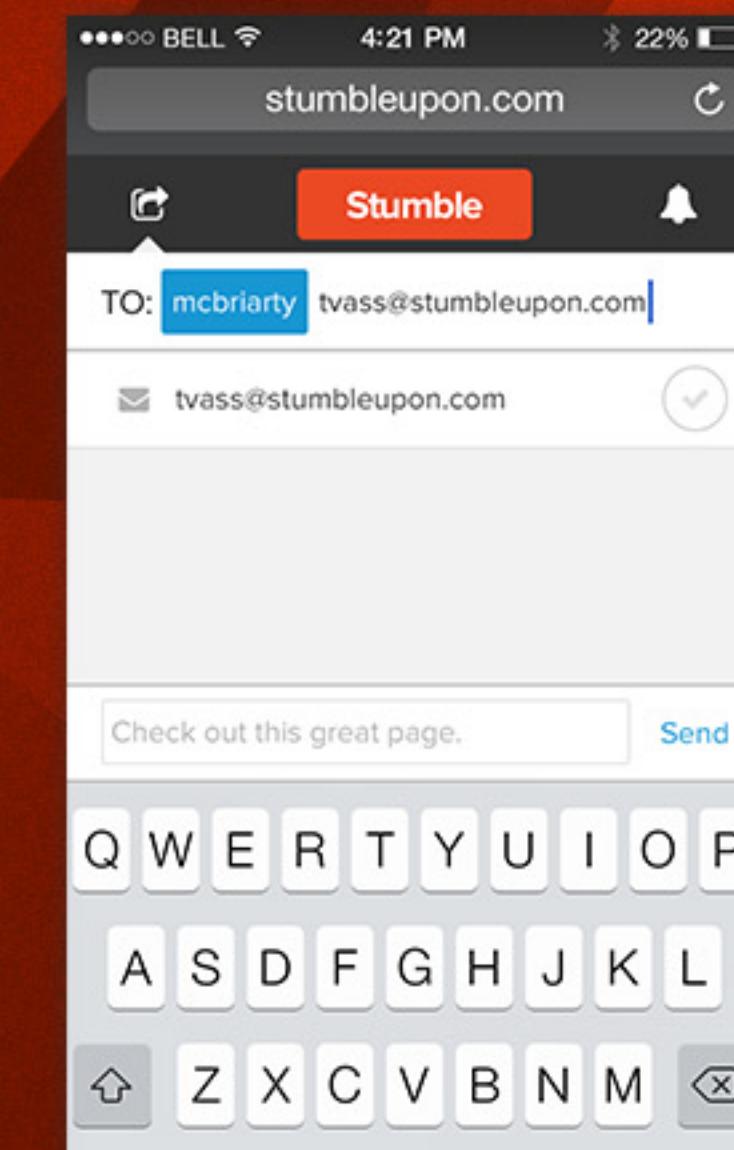
Discovery



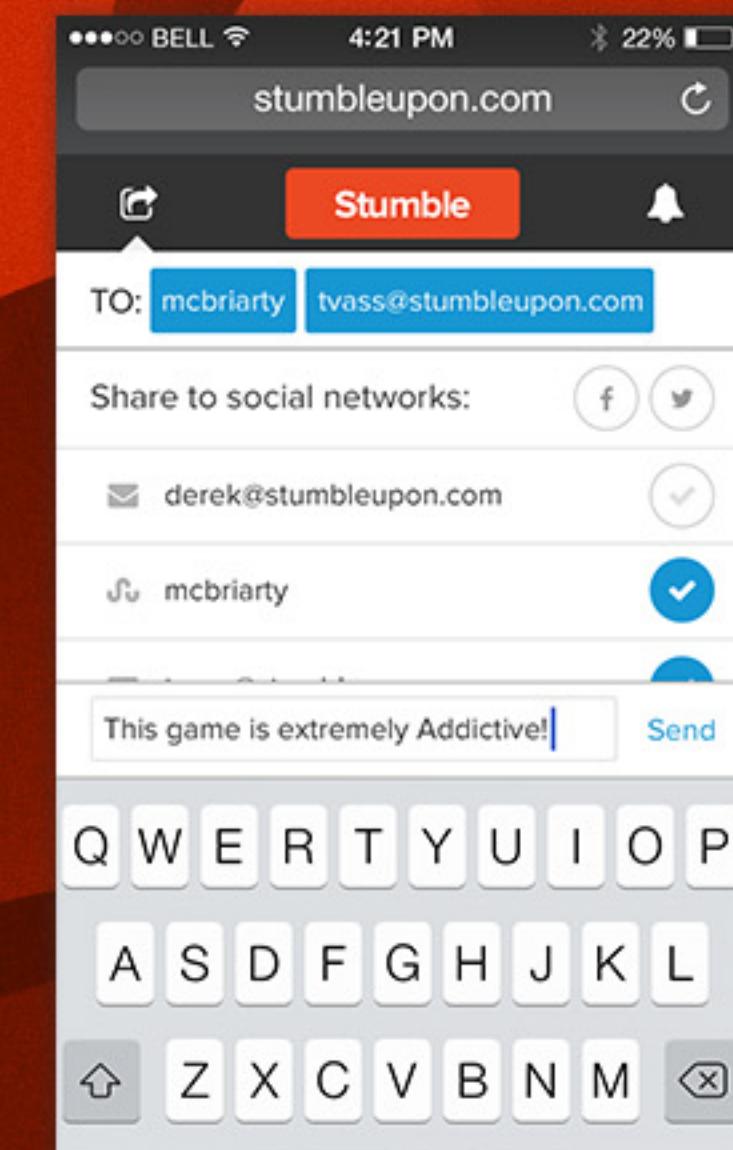
Share



Search



Message

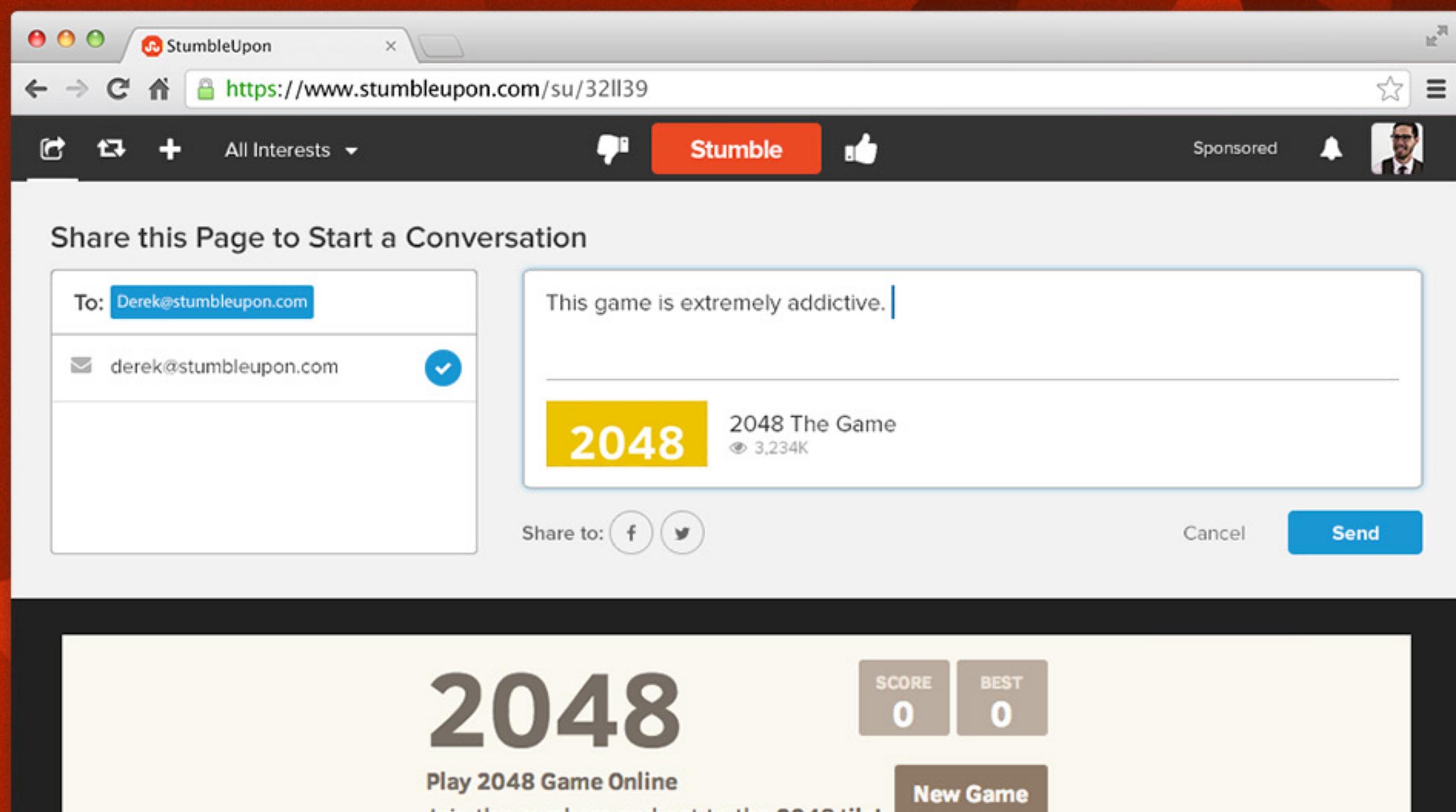


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Conversation Feature - Web Invite

Initiate Conversation By Sharing



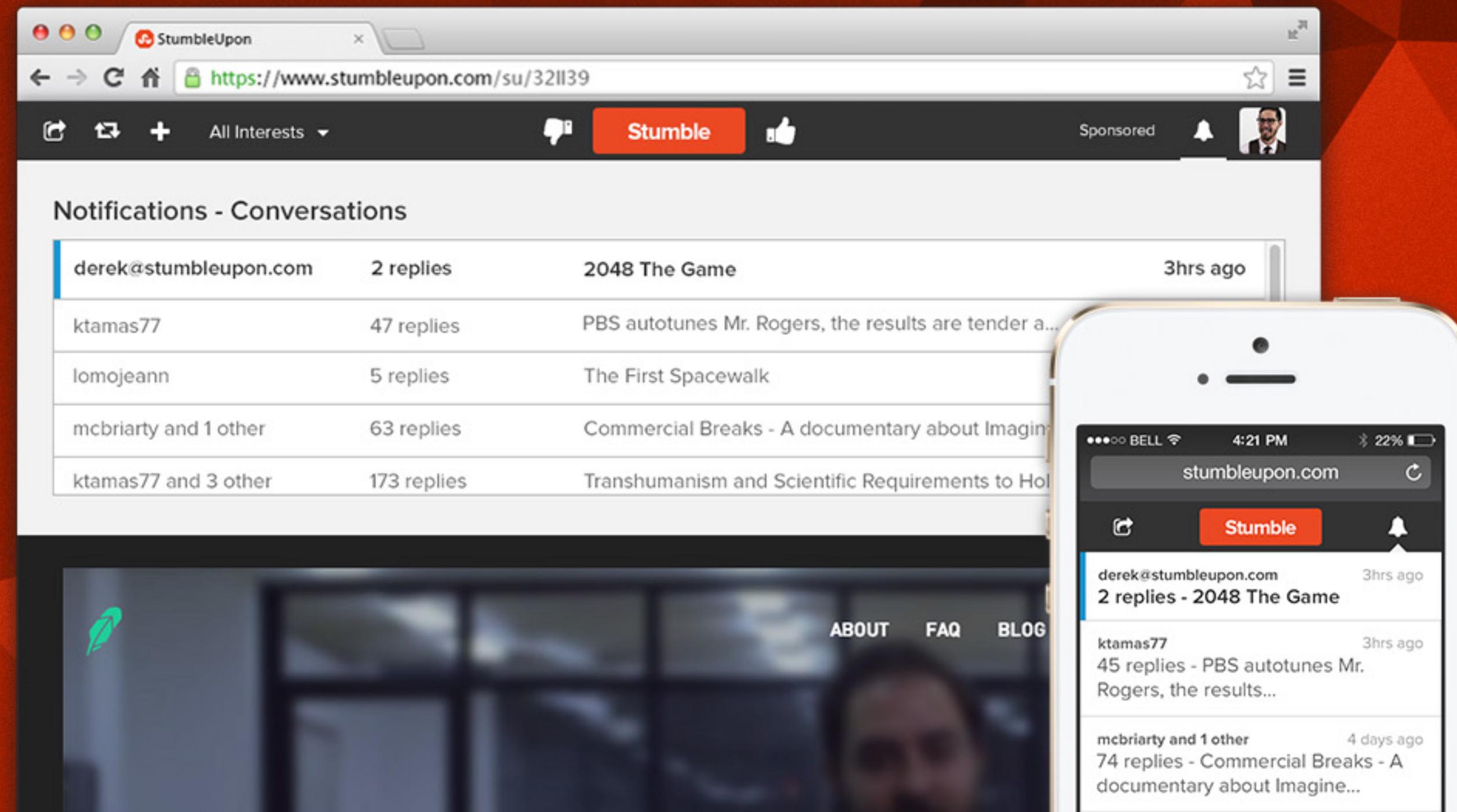


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Conversation Feature - Inbox

Desktop and Mobile Web Browsers



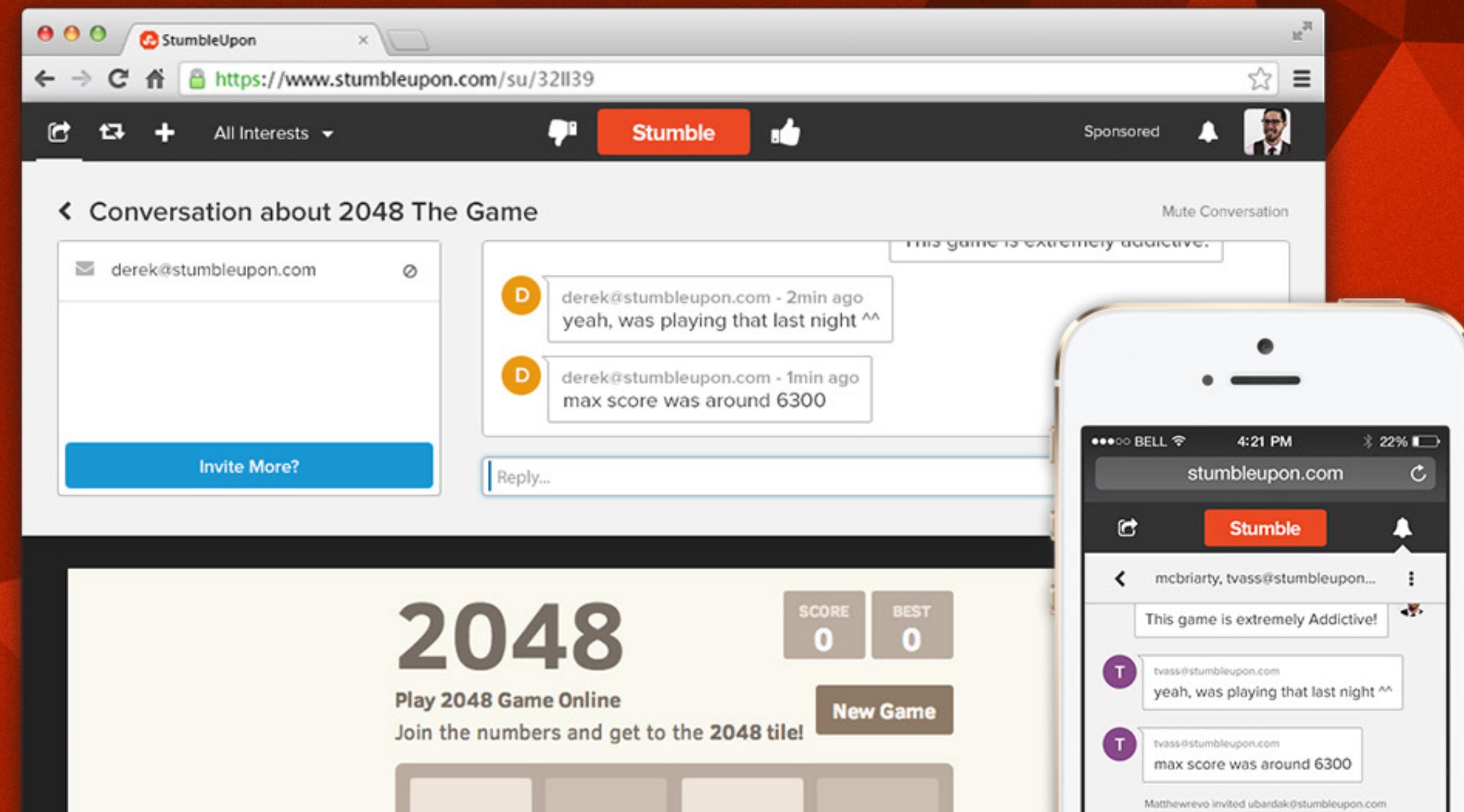
The image displays two views of the StumbleUpon conversation feature. On the left is a screenshot of a desktop web browser showing the 'Notifications - Conversations' inbox. It lists five conversations with the following details:

User	Replies	Topic	Timestamp
derek@stumbleupon.com	2 replies	2048 The Game	3hrs ago
ktamas77	47 replies	PBS autotunes Mr. Rogers, the results are tender a...	
lomojeann	5 replies	The First Spacewalk	
mcbriarty and 1 other	63 replies	Commercial Breaks - A documentary about Imagine...	
ktamas77 and 3 other	173 replies	Transhumanism and Scientific Requirements to Hol...	

On the right is a screenshot of the StumbleUpon mobile application showing the same inbox. The mobile view includes a battery icon at 22%, a signal icon, and the time 4:21 PM.

Conversation Feature - Realtime Chatting

Desktop and Mobile Web Browsers





Thank You

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