



GEOFF MATHESON
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QUALIFICATIONS

- Marketing and Technology professional with extensive design and development expertise.
- UX/UI expert with experience defining user personas, wire-framing, creating user pathways, analyzing user behavior, developing prototypes — synthesizing research into successful design execution.
- Proficient in most applications and web tools, including: Adobe CC (*XD, Photoshop, Illustrator and InDesign*), Sketch, Balsamiq, Microsoft Office — and fluent in HTML, CSS, JS, PHP (*and more*).
- Knowledge and expertise in UX/UI, design, web, and SEO best practices — with the capacity for developing, organizing, and maintaining files in accordance.
- Experience in marketing, creating graphics, photographs, copy-writing, and editing — with a strong ability for maintaining a consistent tone-of-voice for web and application content, social media campaigns, and print materials.
- Strong design, typographic, and aesthetic understanding, with the ability to design end-to-end user experiences.
- Ability to work well as part of a team; adept at learning quickly and proficiently, with an innate problem-solving capability.
- Experience as a small business owner and director, with the ability to delegate and prioritize tasks.

ACCOMPLISHMENTS

- Barclaycard Annual Marketing Award for role in acquiring JetBlue as a partner. *January 2014.*
- Slide Show Pro Excellent Website Award for baiadaphotography.com. *March 2010.*
- Gold Ink Award, awarded to Structural Graphics. *January 2008.*
- Hermes Creative Award Gold Winner, awarded to Structural Graphics. *January 2008.*
- The 14th Annual Communicator Award, awarded to Structural Graphics. *January 2008.*
- The Advertising Club of Delaware Award and Scholarship. Best in Graphic Design. *2003.*

EDUCATION

2003 – 2005

The Pratt Institute, Brooklyn, New York — *Communications Design*

2001 – 2003

The Delaware College of Art and Design, Wilmington, Delaware — *Graphic Design*

EXPERIENCE

2001 – PRESENT

UX / UI Designer / Developer / Creative Director — *Geoff Matheson Studio, Wilmington, Delaware*

- Currently providing Freelance UX design, and responsive front-end web development for interactive agency: Catalyst Visuals, in Wilmington, DE.
- Design and development of WordPress website, including a system to control inventory, sell-sheets, multiple data-sets — with cross reference functionality — for international synthetic oil manufacturer Ultrachem Inc.
- Provide multiple design and development services for a broad range of clients, including agencies, international corporations, and small / start-up businesses.
- Significant experience building robust web experiences that vary in industry and include iteration based design and development, starting with sketches, wire-frames, digital prototypes, and managing projects through to launch / completion.
- Consulted with GOLO eCommerce site to optimize UX, performance, and SEO — achieving the goal of being the most googled name in their industry in 2017.
- Brand identity design and website development for a variety of small businesses: ITMS Inc., Pearce and Moretto, IMS Lawn, Woodin + Associates, GTI Millwork, Lightwork Photography, Baiada Photography, H.O.M.E., Qnectus, Old Brandywine Village, and many more.

9 / 2018 – 1 / 2019

Senior UX / UI Designer / Developer — *United States Liability Insurance Inc., Wayne, Pennsylvania*

- Served as advisor of UX within Technology, and responsible for introducing, and being the ambassador of Experience Design, as the first UX hire.
 - Advised, interviewed, and facilitated the on-boarding of two UX Scrum teams.
 - Created lo-fi / hi-fi sketches, wire-frames, mock-ups, user-flows, and prototypes for a global dashboard application — using existing documentation.
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- Extrapolated specific information and statistics that allowed identification of the users' personas, their behavior using the existing application, and discovered pain points that enabled appropriate design solutions.
- Wrote and facilitated several UX surveys, conducted interviews with internal stakeholders and employees — created to get real users' opinions — helping to shape the new application by distributing usable criticism to allow for a better customer experience.
- Conducted interviews with internal stakeholders and employees, that were actual users.
- Provided recommendations for design solutions and aesthetics, resulting in a modern UI, while advising and working within the first UX Scrum team—in addition to a Senior Leadership Kanban team.
- Contributed UX, and responsive front-end development work for the CoverSmart website, which directly sells insurance to small business owners.

5/2017 – 8/2017

UX / UI Designer / Front-end Developer — *The Vanguard Group, Malvern, Pennsylvania*

- Contract as part of the UX design team, as liaison to Technology and Marketing, helping to successfully reach several time critical deadlines on web interface projects.
- Assisted in user research, wire-framing, prototyping and front-end web development, using HTML / CSS / JS, Angular (*JS and 2*), and Adobe CC.

7/2016 – 4/2017

UX / UI Designer / Front-end Developer / Art Director — *Mobius New Media, Wilmington, Delaware*

- Led web design and development jobs for several small to mid sized businesses and non-profits, creating well-executed, thoughtful designs that focus on user experience.
- Created data-driven web projects, conducted usability tests, and presented to clients.
- Rapidly prototyped web experiences using sketches, wire-frames, digital / code mock-ups.
- Created graphics, photographs, videos and other marketing for social media campaigns.

4/2014 – 7/2016

UX / UI Designer / Art Director — *Barclaycard, Wilmington, Delaware*

- Proven track record of producing beautiful designs for partner brands: Apple, American Airlines, JetBlue, NFL, L.L.Bean (*and more*)— designing web pages, emails, banners, direct mail, flyers, posters and environmental graphics with the aesthetic of that partner's brand identity.
- Designed, developed, and maintained an intranet website / application that outlined the organization's goals and objectives through a 5-year plan, while collaborating between Technology (*UX*), Marketing (*Design*), in addition to the CEO and Senior Leadership. It detailed dozens of initiatives, corresponding representatives, priority levels, financial data-tracking graphs, a timeline, plus additional information — distributed monthly. Leadership would provide PowerPoint slides with data-rich content to be distilled into a clear communicative hierarchy, corresponding iconography, representative data-visuals, with-in an overall slick, modern interface.
- Led the re-design and re-branding of the Choice Privileges credit card— acting as lead designer, and liaison between the design, brand, and legal teams. Performed the final press check, and working with the manufacturer's press-man, ultimately authorized the production of 100,000+ credit cards.

12/2006 – 2/2008

Graphic / Package Designer — *Structural Graphics, Essex, Connecticut*

- Directly involved in all facets of the creative process for this agency — providing paper-engineering, evaluating design, and production, for high profile, insightful, dimensional direct mail campaigns for HBO, Cinemax, Honda, Nikon, the CIA, Nickeloden, GSK, Pzifer, Astra Zeneca (*and more*).

1/2006 – 12/2006

Graphic / Package Designer — *GreenHouse International, Newark, Delaware*

- Designed packages for retail fitness products, and all corresponding marketing materials, and advertisements.
- Designed major full-page newspaper ads, and placed with national newspapers.
- Helped to achieve our overall sales goal of selling over 1 million units.

1/2004 – 1/2006

Art and Marketing Director — *Oak Knoll Press, New Castle, Delaware*

- Oversaw the entire process of design, production, and marketing of fine press books, for this international niche publisher.
 - Proven history of creating elegantly designed books, marketing materials, brochures, mailers, advertisements, and more.
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