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GEOFF MATHESON  
[geoffmatheson.com](http://geoffmatheson.com)

302-299-9380  
[geoff@geoffmatheson.com](mailto:geoff@geoffmatheson.com)

1984 Appleton Road  
Elkton, MD 21921

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2003 – 2005  
2001 – 2003

2001 – 2018

9/2017 – 12/2017

5/2017 – 8/2017

7/2016 – 4/2017

4/2014 – 7/2016

12/2006 – 2/2008

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## QUALIFICATIONS

- UX/UI expert with experience wireframing, creating user pathways, and analyzing user behavior.
- Proficient in most applications and web tools, including: Adobe CS/CC, MS Office, Sketch, Balsamiq, Adobe XD; fluent in HTML, CSS, JS, PHP (*and more*).
- Knowledge and expertise in best practices and capable of developing, organizing and maintaining files in accordance.
- Experience marketing, creating graphics and photographs for social media campaigns.
- Ability to work well as part of a team; adept at learning quickly and proficiently with an innate problem-solving capability.
- Experienced as a small business owner and director with the ability to delegate and prioritize tasks.
- Strong design and typographic aesthetic and understanding.

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## ACCOMPLISHMENTS

- Barclaycard Annual Marketing Award for role in acquiring JetBlue as a partner. *January 2014.*
- Slide Show Pro Excellent Website Award for [baiadaphotography.com](http://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 & Scholarship. Best in Graphic Design. *2003.*

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## EDUCATION

**The Pratt Institute, Brooklyn, NY** — *Communications Design*

**The Delaware College of Art & Design, Wilmington, DE** — *Graphic Design*

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## EXPERIENCE

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

- 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, wireframes, digital prototypes, and managing projects through to launch / completion.

**UX / UI Designer** — *GOLO, Inc., New Castle, DE*

- Consulted with this eCommerce site to optimize user experience, performance, and for search engines.
- Achieved the goal of being one of the most googled names in their industry, in 2017.

**UX / UI Designer** — *The Vanguard Group, Malvern, PA*

- Short contract as part of the UX/UI (Marketing) design team and helped to successfully reach several time critical deadlines on web interface projects.

**UX / UI Designer** — *Mobius New Media, Wilmington, DE*

- 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, wireframes, digital / code mock-ups.
- Creating graphics, photographs, videos and other marketing for social media campaigns.

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

- 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.
- Creative liaison to the Social Media team—designed and developed social media campaigns.
- Designed and developed an intranet microsite that outlined the entire organization's objectives and 5-year plan with a data tracking website, while working with the UX team, CEO and Executive Committee.
- Redesigned the Choice Privileges credit card, leading this project and being the liaison between the design, brand and legal teams. Went on press and worked with the manufacturer through production.

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

- Directly involved in all facets of the creative process for this agency, and evaluated design, production and preparation for high profile, insightful dimensional direct mail campaigns for: HBO, Cinemax, Honda, Nikon, the CIA, Nickeloden, GSK, Pfizer, Astra Zeneca (*and more*).
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