GEOFF MATHESON
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QUALIFICATIONS

- Experienced Marketing & I.T. Professional with extensive design, creative, & development expertise.
- Senior UX / UI Designer with wireframing experience, mockup & prototypes, to determine user personas & user flows.
- Experience teaching, writing & serving as a UX advisor / consultant to Enterprise Corporations.
- Proficient with design & web tools, including Adobe CC, MS Office, Sketch; fluency in HTML, CSS, JS, Angular.
- Ability to work well as part of a team; adept at learning quickly & proficiently with an innate problem-solving capability.
- Experience owning a small design studio, serving as Creative Director & refining the ability to delegate & prioritize.
- Strong design & typographic aesthetic & understanding with an inherent aesthetic intuition.

ACCOMPLISHMENTS

- Barclaycard Annual Marketing Award for role in acquiring JetBlue as a partner.
- Gold Ink Award, Awarded to Structural Graphics.
- Hermes Creative Award Gold Winner, Awarded to Structural Graphics.
- The 14th Annual Communicator Award, Awarded to Structural Graphics.
- The Advertising Club of Delaware Award & Scholarship. Best in Graphic Design.

EDUCATION

2003–2005   **The Pratt Institute, Brooklyn, NY** *— Communications Design*
2001–2003   **The Delaware College of Art & Design, Wilmington, DE** *— Graphic Design*

EXPERIENCE

2001–TODAY   **UX / UI Design & Creative Direction** *— Geoff Matheson Studio, Wilmington, DE*

- Design, development & strategic UX services for a broad range of clients, including agencies, international corpotrations & small businesses.
- UX & UI design informed by research & data, using analytical information to provide business solutions.

9/18 – 1/19   **Sr. UX Designer / Developer** *— United States Liability Insurance, Wayne, PA*

- Senior UX Designer; advisor of UX within Technology & responsible for introducing Experience Design.
- Advised the company through-out building two UX Scrum teams; interviewed, planned & built the foundation for Experience Design within the Technology & Marketing departments.
- Designed the aesthetic; UI — for a long-term Angular application that will serve as their global, comprehensive internal dashboard.
- Worked on the CoverSmart website, created a new version — developed a new front-end, using HTML / CSS / JS, & Angular (JS & 2-4) — focused on responsive capability & device compatibility.
- Conducted brief seminars & presentations; discussed the UX process — how it is applied within many professions.
- Created lo-fi & hi-fi sketches, wireframes, mockups, prototypes — used preliminary documentation of current app.
- Extrapolated specific information & statistics that allowed us to identify the users' persona, their behavior; discovered pain points & enabled appropriate solutions.
- Wrote several UX surveys created to get real users' opinions, which helped shape the new dashboard app.
- Conducted interviews with internal stakeholders & employees that were users of this app.
- Provided recommendations for design solutions & aesthetics — resulted in a delightful, modern UI — advised & worked within the first UX Scrum team.

5/17 – 8/17   **UX / UI Designer & Developer** *— The Vanguard Group, Malvern, PA*

- Contract as part of the UX team, acting as liaison to Technology & Marketing, while helping to successfully reach time critical deadlines on web interface projects.
- Assisting in user research, wireframing, prototyping & front-end web development within HTML / CSS / JS, Angular & Adobe CC.

7/16 – 4/17   **UX / UI Designer, Developer & Art Director** *— Mobius New Media, Wilmington, DE*

- Design & development of rich web experiences that are intuitive & easy to use.
- Had a lead role on jobs for clients across different verticals; we focused on enhanced usability & standards.
- Conceptualized meaningful experiences through web designs, rapid prototypes & final web pages.
- Proven track record of producing beautiful designs for partner brands: Apple, American Airlines, JetBlue, NFL,
- Creating graphics, photographs, videos & other marketing for social media campaigns.

4/14 – 7/16   **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 (& more) — designed webpages, emails, banners, direct mail, flyers, posters & environmental graphics with with the aesthetic of that partner's brand identity.
- Creative liaison to the Social Media team — designing & developing social media campaigns.
- Designed & developed an intranet microsite that outlined the entire organization's objectives & 5-year plan with tracking website, created alongside the UX team, the CEO & Leadership.
- Led the redesign of the Choice Privileges credit card, liaising between the design, brand & legal teams. Approved a successful press check, while working with the manufacturer over 8 months — flawlessly executed.