Matthew Martin

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Senior Experience Designer

Design leader offering 15+ years of experience in delivering end-to-end, user-driven design solutions. Excels at big picture thinking and communicating ideas, design decisions, and the "why" behind them. Produce full range of UX deliverables including wireframes, user flows, journeys, prototypes, and high-fidelity mockups, applying responsive design best practices. Strong aptitude for connecting research insights to product concepts and innovations primed for real-world impact. Experienced facilitator of cross-functional requirements workshops, ideations, and usability testing moderation to create designs focused on real user needs. Specialist in building publishing platforms and tools supporting digital collection management adhering to metadata best practices.

Core Competencies

Product Design and UX | Design Systems | UI Design | Product Strategy | Brand Design and Strategy | Prototyping
Card Sorting | Tree Testing | Usability Testing | Concept Testing | Surveys | Interviews | Heuristic Evaluations
Journey Mapping | Cognitive Walkthroughs | Personas | Accessibility | WCAG/508 | Agile | Scrum | Collection
Development | Metadata Transformation | Controlled Vocabularies

Technical Skills

Figma | Sketch | Axure | lnVision | Adobe CS | Mural | OpenRefine
AG Grid | Google Analytics | HTML/CSS | VSCode | JIRA | Git | iOS |Android OS |Linux | MacOS | Win

Professional Experience

ITHAKA, Ann Arbor, Ml   **Dec 2012 – Oct 2023**
Product Designer
Lead Product Designer for ITHAKA's infrastructure services, tailored for libraries and cultural institutions. Collaborated closely with agile teams comprised of engineers, researchers, and product managers. Engaged regularly with stakeholders from marketing, outreach, and data governance for cross-functional partnership.

- Created a unified self-service portal enabling access changes, subscription management, and on-demand usage reporting. Reduced support tickets by 40% and freed up outreach resources by 30%, enabling greater productivity. Institutions gained data insights with automated reporting.
- Led the integration of motion design into our company's design system by creating brand guidelines and introduced duration and easing tokens. The new modular framework increased design efficiency by 20% while upholding brand consistency across teams.
- Consolidated the cataloging suites by exploring 3 concepts, weighing engineering efficiency against user workflows. Unified the platforms, doubling user efficiency. Increased developer velocity by 30% while enabling future innovation.
- Pioneered design-driven agile processes, experimenting with dual-track discovery/design vs development/delivery. Decreased design debt by 40%, collaboration between designers and developers increased by 20%
- Directed the end-to-end creation and launch of a new automated publishing tool, from initial concept to product rollout. Increased trial conversion rates by over 50%. To date, 30 institutions have utilized our tool to publish 9,867 items, exceeding adoption goals by over 10%.
- Created a dashboard for collection analytics through collaborating with institutions to identify key data needs and partnering with internal data teams to understand available sources. Resulting dashboard with high-level and granular reporting views increased user satisfaction scores by 60% in usability testing.

- Directed the end-to-end design process, from concept to polished visual designs and copy. Created wireframes and interactive prototypes to convey design vision. Provided detailed specs, annotations, flowcharts, storyboards, and user stories for developer collaboration.
- Contributed to biweekly design critiques with peers to enhance work through review. Met weekly with the cross-functional design system team to ensure alignment with brand guidelines and code standards.
- Streamlined purchasing flows for Evidence-Based and Demand-Based Acquisition using Object Oriented UX (OOUX) in the payment management system. Increased internal workflow speed by 33%.
- Mentored and coached colleagues and partners taking on new tasks and roles within design and research through one-on-one training and group design critiques.
- Negotiated disagreements and mediated compromises to define and articulate the clarity of a successful MVP, making judgments with the team about what was and was not enough to stand as a viable product.
- Conducted design activities both remotely and in person, adapting to contextual factors such as concept design research and multi-day design sprints.

Accessibility
- Spearheaded a comprehensive accessibility audit, benchmarking the tools against WCAG AA requirements. Enabled a focused development roadmap that achieved AA compliance within 9 months, opening up new sales opportunities.
- Paired with front end developers to ensure responsive, efficient, accessible applications using HTML and CSS best practices.
- Adhered to accessibility standards, ensuring digital products were usable by everyone, including individuals with disabilities, through features like screen reader compatibility and keyboard navigation.

Information Architecture
- Generated an intranet taxonomy and IA with cross-org representatives. I curated and elevated core content for employees from results of a card sort study and interviews. Boosted new hire ramp-up time by 30% and quarterly engagement of benefits and policies by 45%.
- Consolidated three separate marketing websites into a unified site improving content discoverability by 33% and reducing update time by 24%, through conducting an extensive content inventory analysis and streamlining information architecture.
- Developed an editorial workflow enabling close collaboration between the product team and technical writers throughout the build. Documented features incrementally as they were finalized. Reduced time-to-publish for updated support materials by 60%. Accelerated support team readiness for product launch by 3 weeks.
- Redesigned the ITHAKA S+R site information architecture, emphasizing report discoverability. Tested the new design at conferences, iteratively incorporating user feedback. 25% increase in usage and report downloads

User Research
- Combined concept and usability testing to grasp user needs, behaviors, and pain points for new product strategies and infrastructure services vision.
- Translated identified user needs, behaviors, and pain points into personas and user journeys for informed decision-making and effective communication within the organization.
- Conducted on-site observations to map research workflows within the participant environment. Iterated with participants to create realistic experience maps.

Rosetta, Cleveland, OH   **Sep 2008 – Dec 2012**
User Experience Director
Organized and structured complex information for diverse types of organizations, enabling easy access to necessary resources. Experienced in B2B (Follett, Xylem, Lincoln Electric, Ecolab), Financial Services (Brown Brothers Harriman, Alliance Data, Citizens Financial Group), and e-commerce (CubCadet, DYMO, HHGregg).

- Streamlined product offerings for filler metals for Lincoln Electric by organizing offerings through customer interviews, reverse card sorting exercises, and usability testing on the website, increasing online sales by 20% within 6 months.
- Led the creation of the Medco Pharmacy mobile app by orchestrating stakeholder requirements gathering, facilitating offshore development, and working with internal designers, launching an app that has been downloaded over a million times on iOS, Android, and BlackBerry.
- Conducted iterative usability testing to streamline the shopping cart workflow by removing unnecessary confirmation steps, adding a drug interaction checker, and implementing refinements that reduced checkout steps by 40% and increased mobile conversion rates by 15%, improving quality of service and customer satisfaction.
- Designed experiences for the following technologies: IBM WebSphere, Microsoft .Net, and Java.
- Hired and mentored UX designers, collaborating and delegating work strategically to leverage skillsets and enable professional development.

Education

Master of Science in Information (MSI), Human Computer Interaction,
University of Michigan, Ann Arbor, MI

Bachelor of Science (BS) in Psychology, Summa cum Laude,
Wayne State University, Detroit, MI

Licenses & Certifications

"Artificial Intelligence Fundamentals" 12/2023 – IBM
"Data Fundamentals" 12/2023 - IBM

Presentations

"The Consequence of Design," presentation
4/2023 - UX@UM Conference - Ann Arbor, Ml

"The more things change, the more they continue to be the same", guest lecturer.
4/2016 11/2022 - SI 582: Introduction to Interactive Design - School of Information University of Michigan

"Interview with UX Designer", interview
9/2016 MicroMasters - edX

"Object Oriented UX", presentation
3/2016 - Ignite UX - Ann Arbor, Ml

"SEO Basics: Foundations and Best Practices for Search Engine Optimization", presentation
1/2016 ALA Midwinter Boston, MA

"User Insights, Data Driven Design, and Stakeholder Buy In", presentation.
9/2015 - eurolA - Madrid Spain