

Design Portfolio

Quickly previewing my
graphic / product / UX designs

John Matula

JM Creative

As of April 2025,
I'm seeking temporary design roles
in a remote or hybrid setting in NYC.

4 User experience

User flows / Wireframes and mockups /
Participatory user testing / Design systems and UI kits

10 Product

Team leadership / Technical requirements /
Engineering handoff / Communications and marketing

14 Systems and graphic design

Brand guidelines / Digital works / Production systems



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I am a designer.
I create clear, unfussy paths
that help people reach their goals.

Background: A photo of Smarthome, the system I made to work my apartment's lights. This video frame was from a stress test to verify the iPhone 4 could smoothly handle quickly-fired taps.

effects/auto-
motion

✓

✓

✓ built-in
only

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5

taps to
turn on

1 per bulb/set/scene
up to 14

1/2-scenes 3
4 —

available shortcuts
in display
decor

blends in via UI
and tight integration

X on wall
but conspicuous X

minimum
brightness

0.6 nits/2 lum

max brightness

pixel size/ppi
of display

640 x 960 px
329 ppi

720 x 1280
259 ppi

—
depends on your phone

physical screen
size

4.76" W x 5.3" H

doubles as remote

✓

in app

in app

repurposes
old tech?

✓

X

X

home screen

show
whatever
baby!

4 custom
shortcuts +
system functions

list of lights
(plus full screen
ad notifications)

smallest

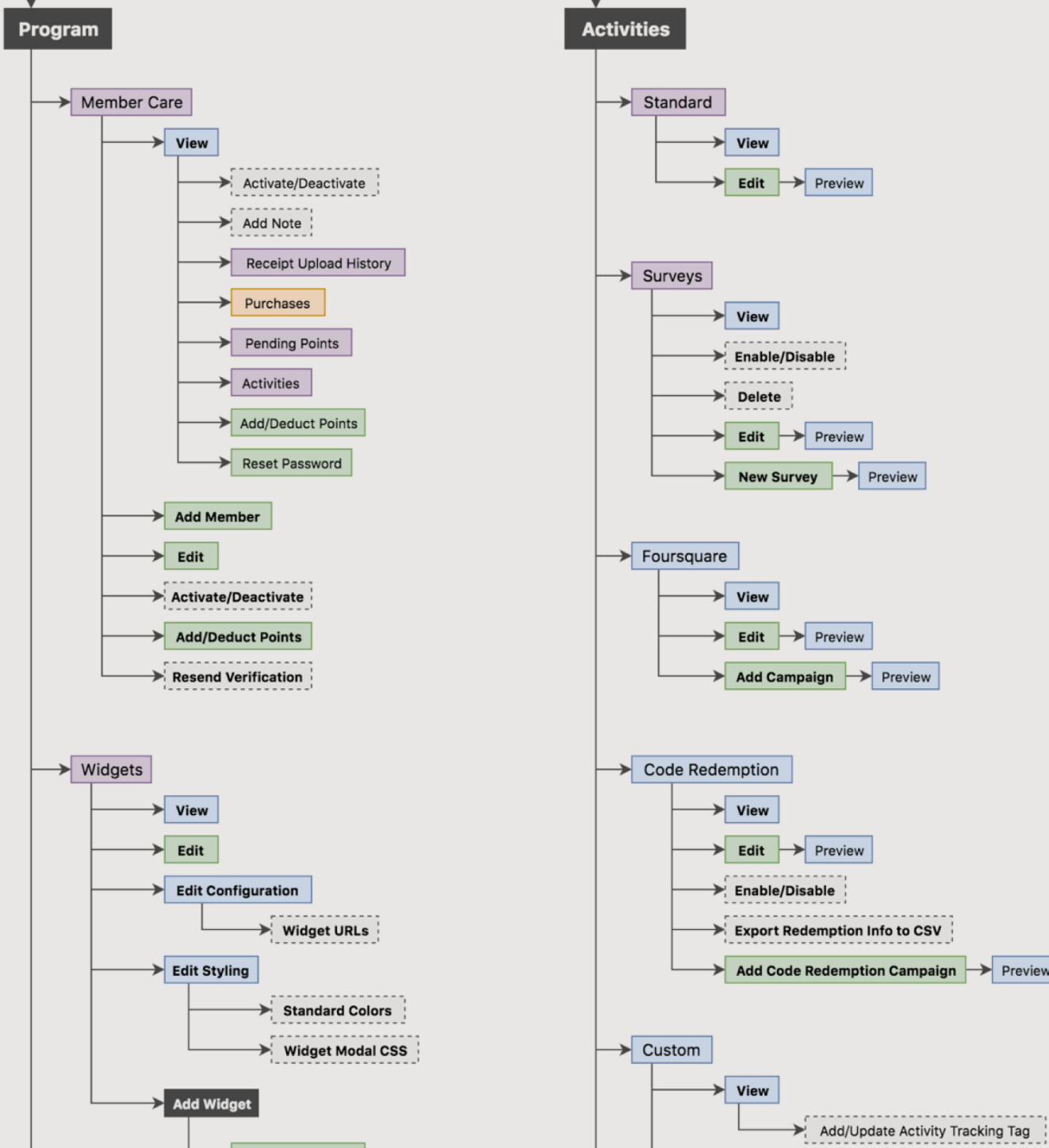
control size
(for wall)

3/4" W x 1" H

1/4" W x 1/4" H

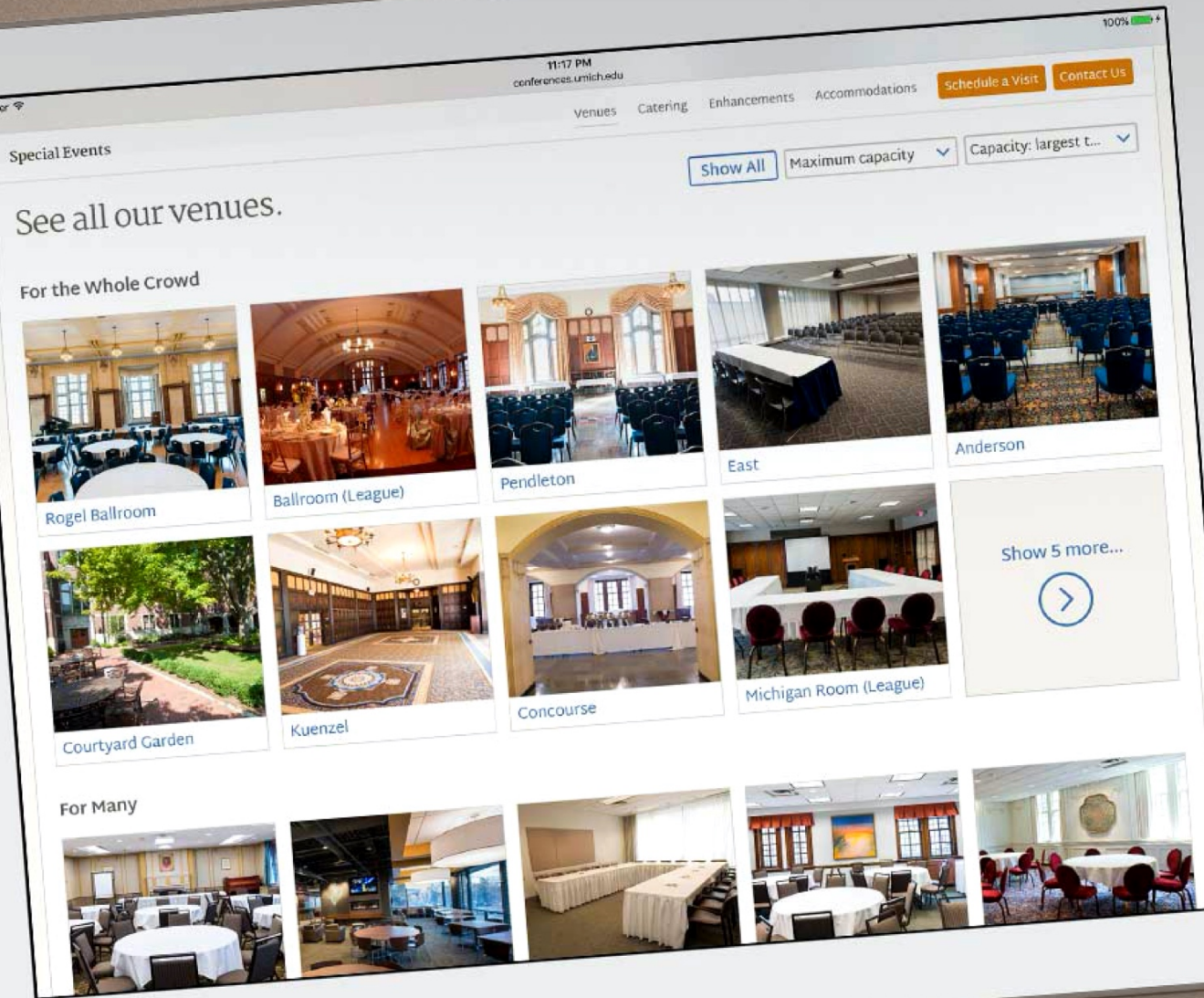
When I start out on work, I go broad.
I think about a design's goal from
both tech and non-tech perspectives.

Background: Part of the competitive analysis I put together while
building Smarthome. It captured everything from device size
to display tech specs, helping me to refine the project.



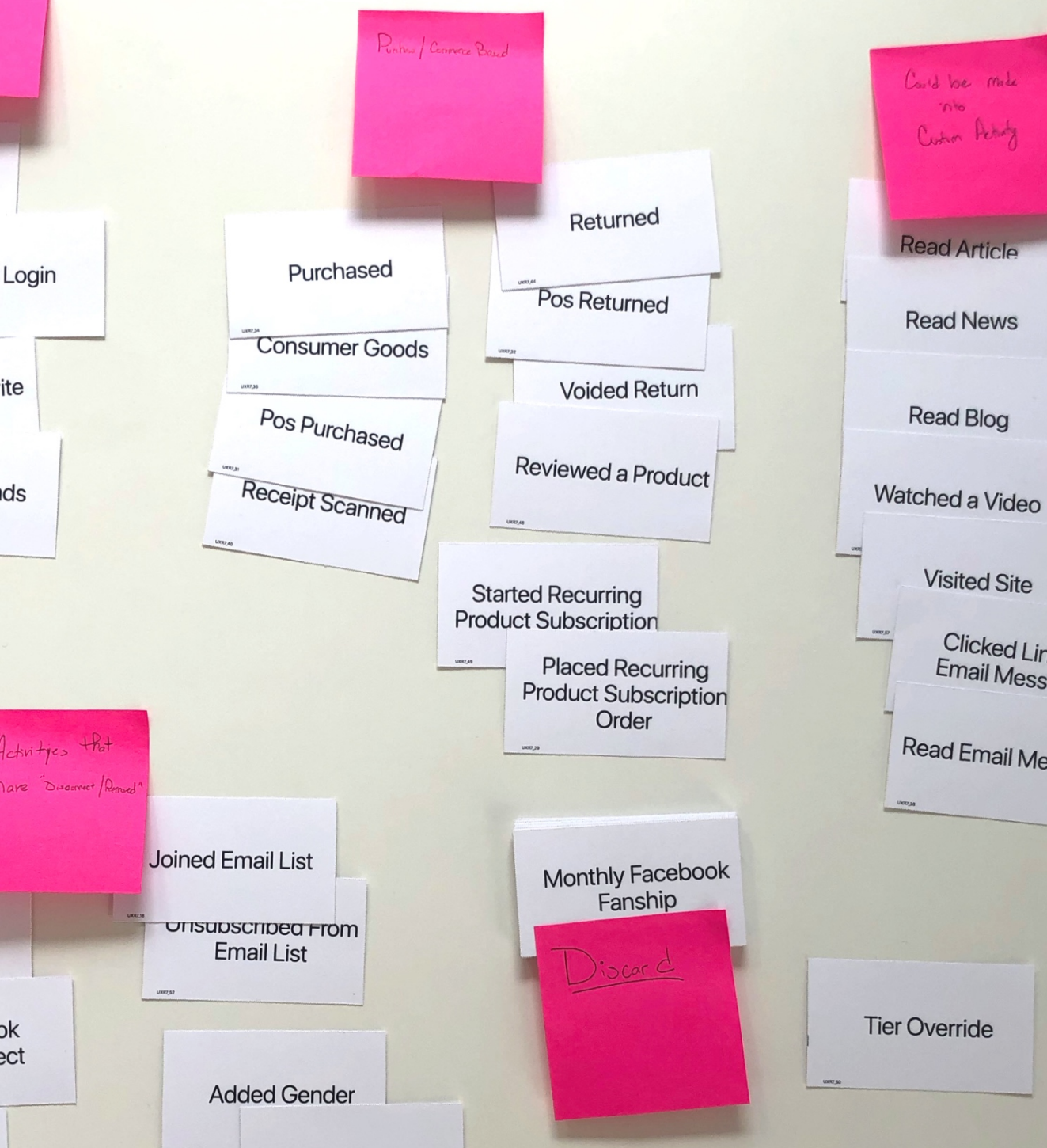
That describes me: tech and non-tech.
It means I ask a range of questions: from
brand and product needs to API latency.

Background: The information architecture of CrowdTwist's SaaS platform. I put this together to understand the structure of the app I inherited, eventually driving us to work on a comprehensive redesign.



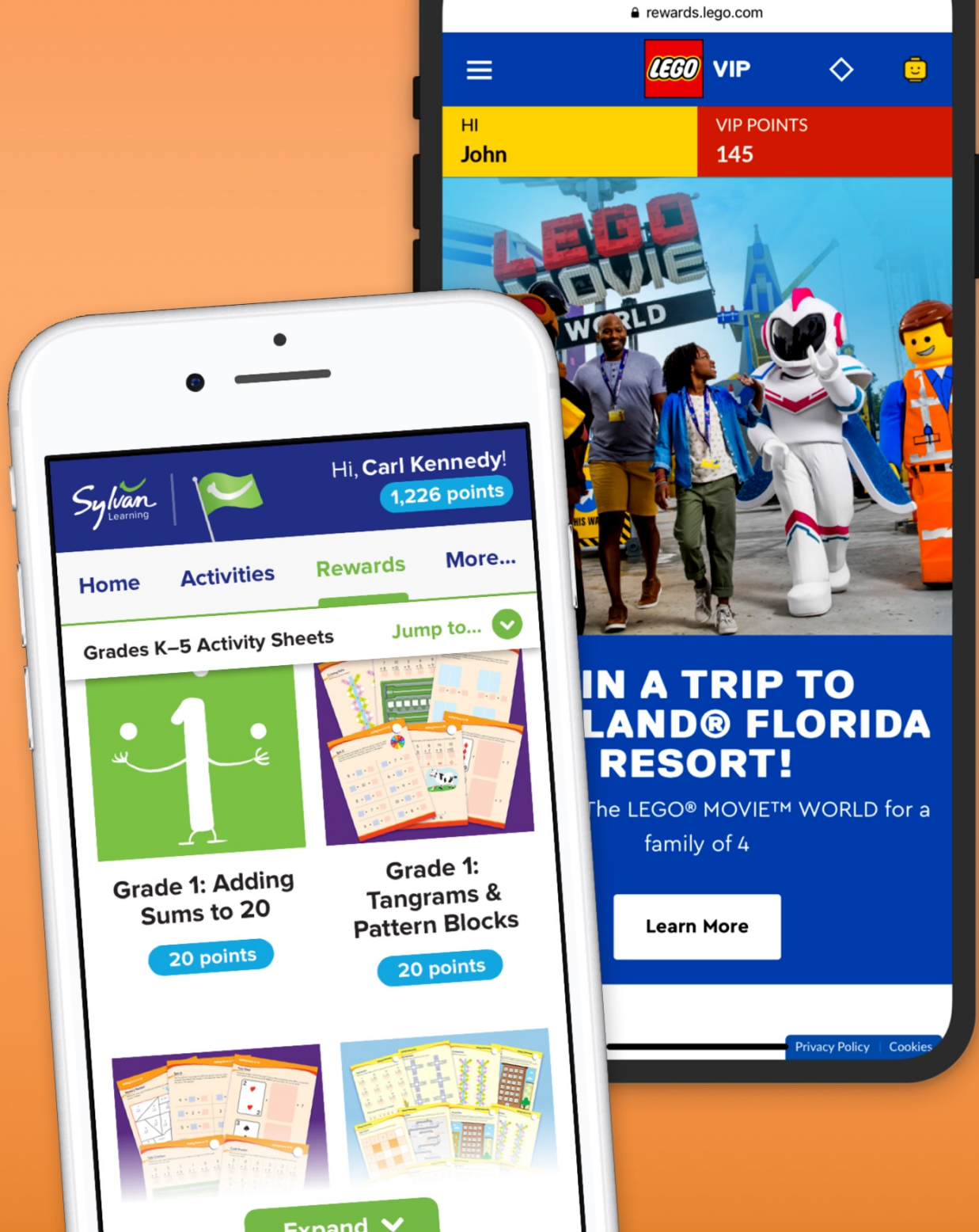
Starting thoroughly like that
leads to good work. It makes me
especially suited for complex settings.

Above: I designed University of Michigan Conferences website, including room lookup with data I'd cache from their venue management software. I supplied the image templates, too. It's been live for the last nine years.



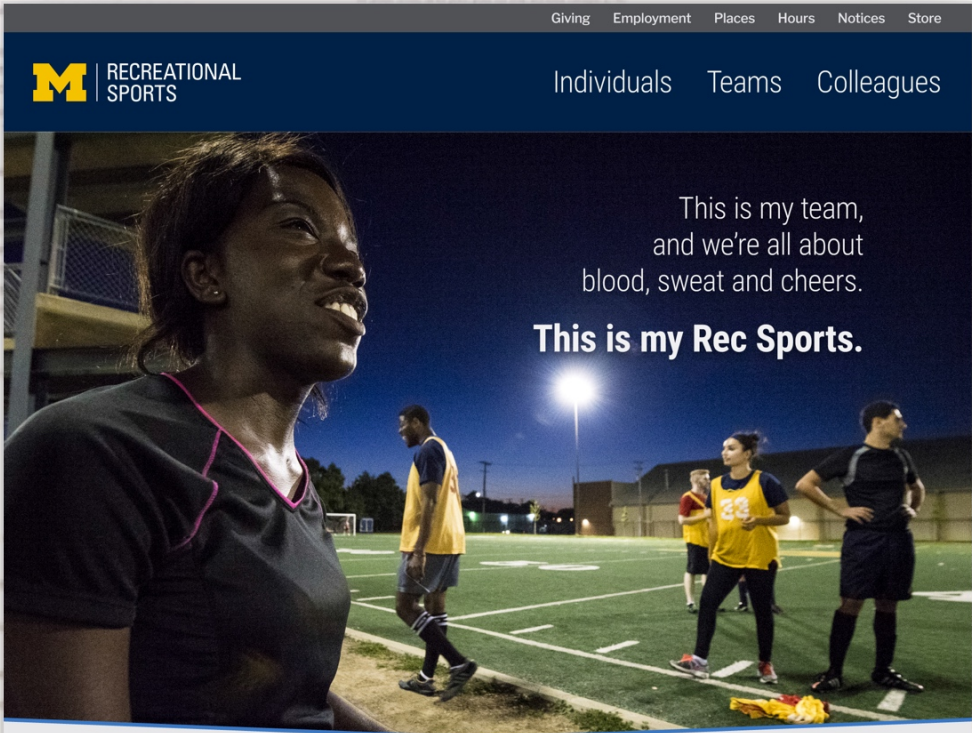
**I test my designs early and often,
sharing progress in agile sprints and
verifying decisions in hands-on tests.**

Background: Card sorting exercise from a UX test at CrowdTwist. It was one of a dozen company-wide tests I ran for the app's first redesign.



When clients are part of the picture,
I promote our product faithfully while
proposing designs and features.

Above: Two clients' custom reward program websites powered by CrowdTwist's platform. I had to create a "style reset" for its components in order to confidently pitch (and ultimately build) these sites.



LOCATIONS AND HOURS

CCRB Open until 10 pm	IMSB	NCRB Open until midnight	Coliseum
Elbel Field Open until 8:30 pm	Mitchell Field	Palmer Field	Radrick

INDIVIDUALS



Group-X >

[Buy a Pass](#) [Class Schedule](#)

Be your best you.

Take an ordinary fitness class, spice it up with unlimited variety and add a healthy dose of support and encouragement. Think Zumba, yoga, cycling, cardio,

I'm particularly effective because of two things. I seek out folks' feedback, and I pay attention to how it is provided.

Behind: Sprawling notes from one-on-one meetings with each of U-M Rec Sports's units. Forward: The outcome from those notes and interpretations, a function-filled, maintainable website, live since 2017.

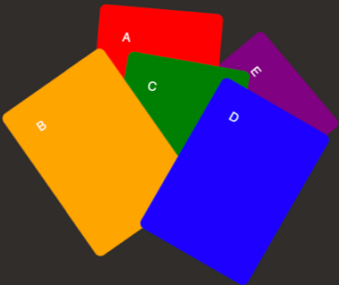
[Personal Training >](#)

What about this one?

- In this example, some cards are nested (ignore the physical impossibility of that sentence).
- What happens now?
- The order is **D → B → C → A → E**
 - Unexpected? That's because we need to discuss *stacking contexts*

```
<div class="card a">  
  <div class="card b"></div>  
  <div class="card c"></div>  
</div>  
<div class="card d"></div>  
<div class="card e"></div>
```

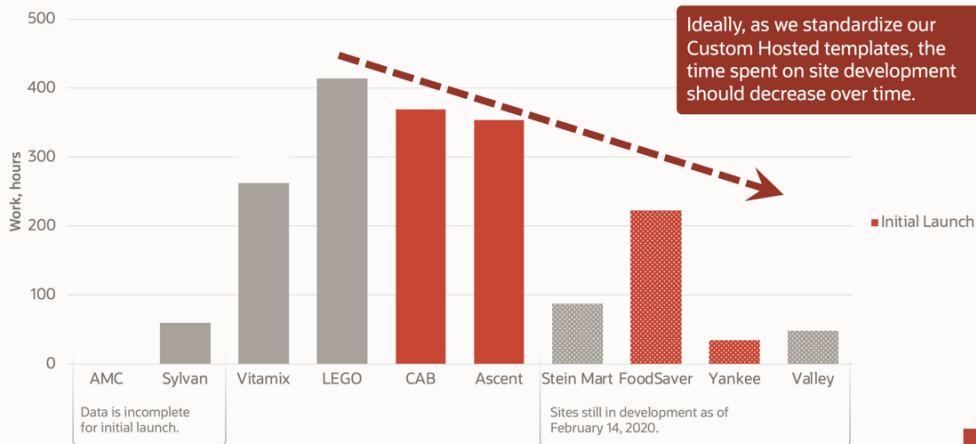
element	z-index
a	4
b	50
c	0
d	5
e	0



26



Custom Hosted Solutions initial launch work since December 2018

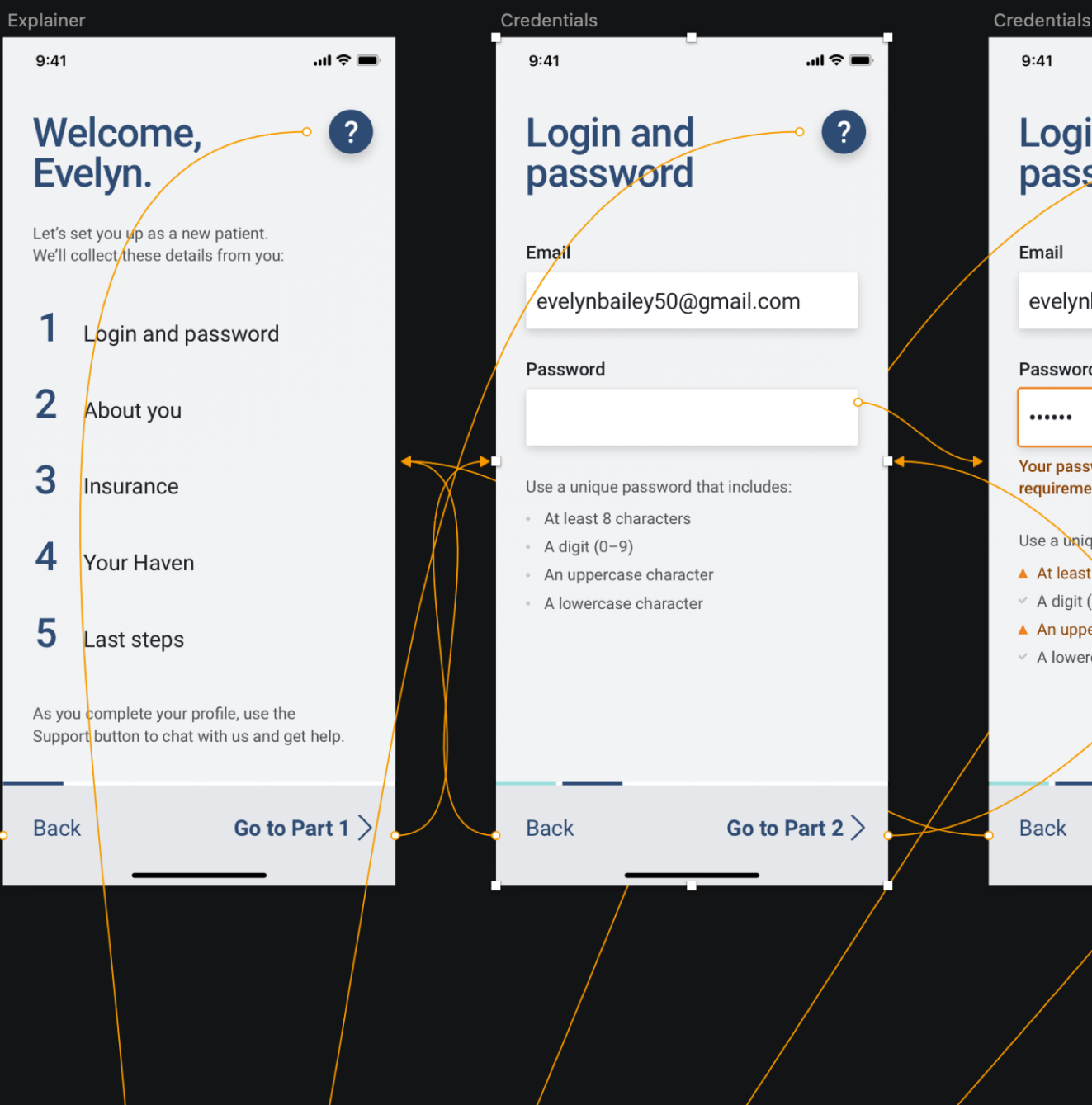


8



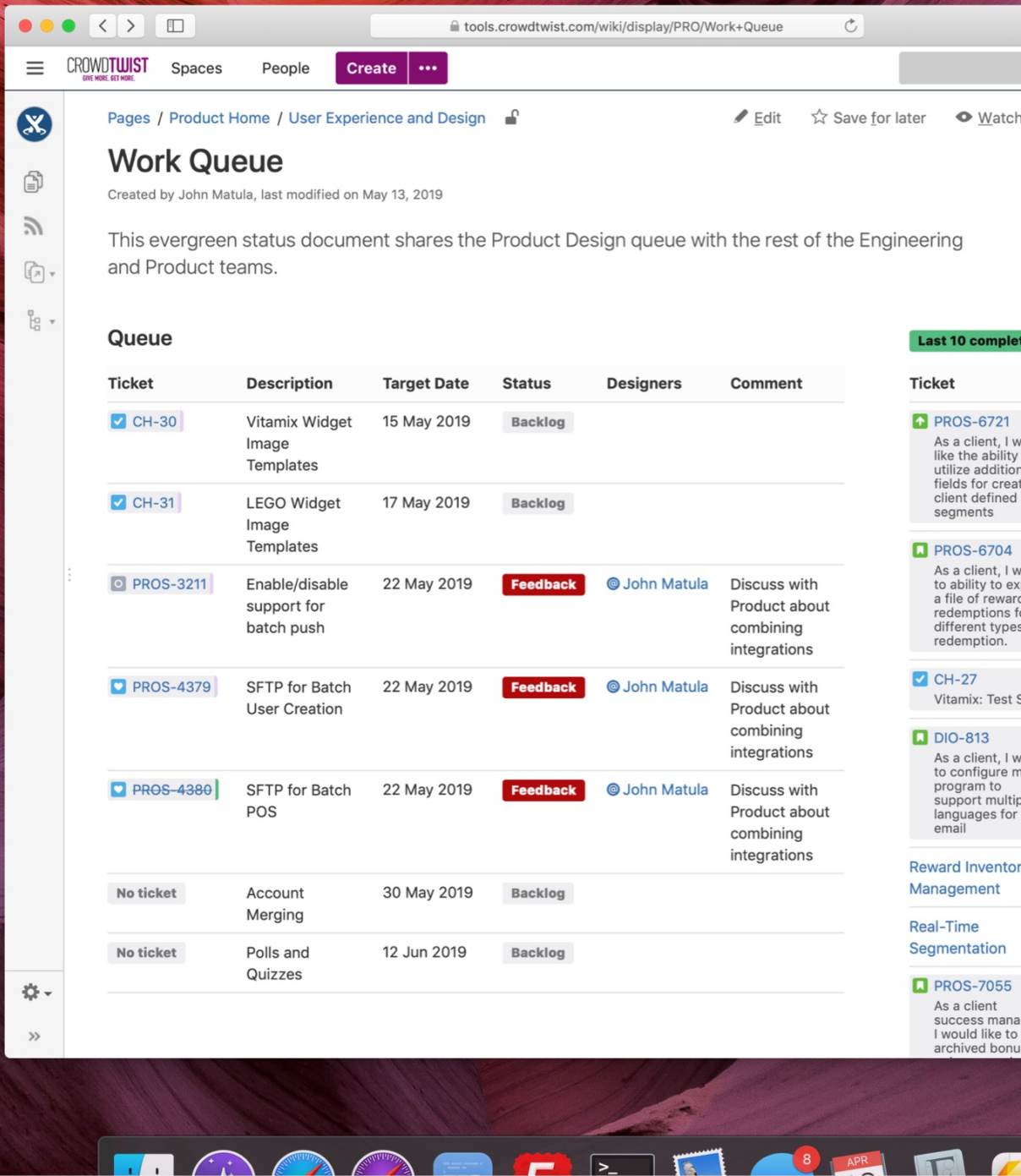
Once more, for emphasis —
I pay attention. It’s how I discuss topics
well and use the right tone with groups.

Above: Slides from CrowdTwist to support my design team of two.
At top is a seminar for improving engineers’ front-end skills to allow
richer product features; at bottom is time tracking for executives.



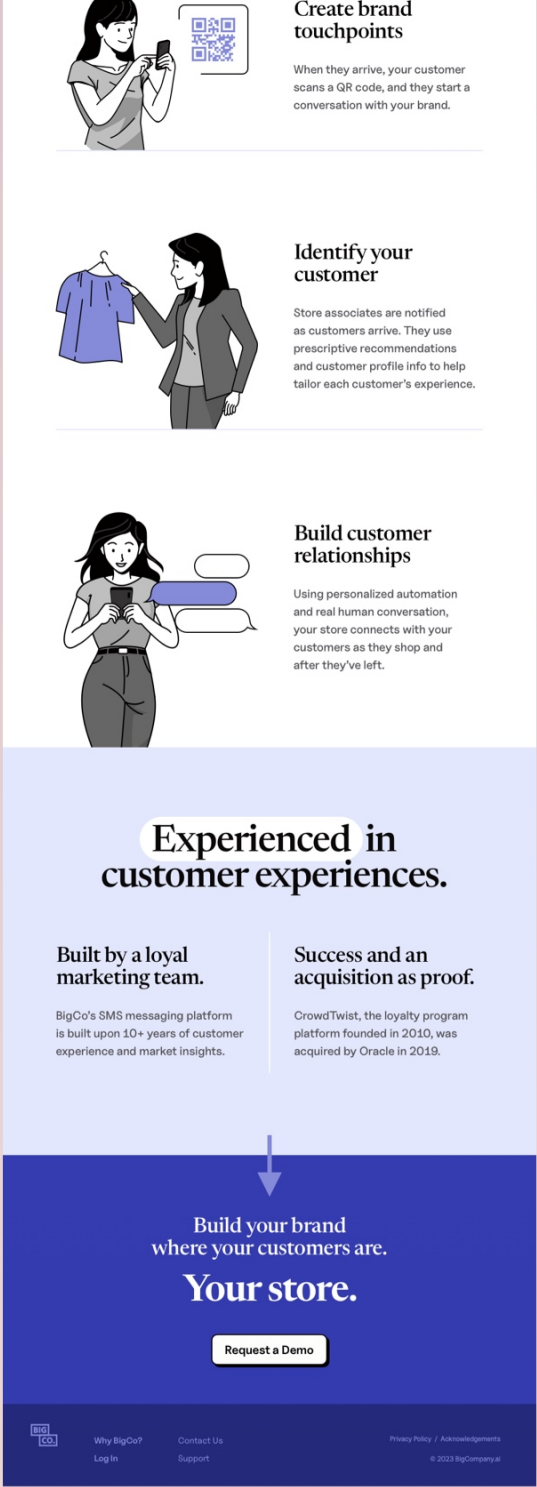
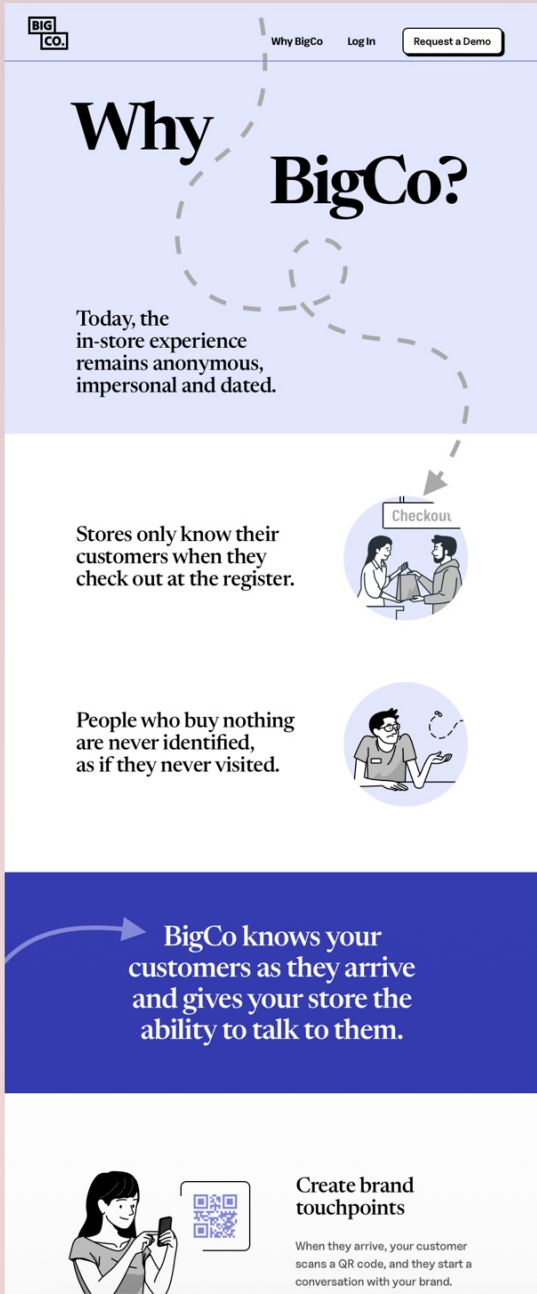
That attention helps when I test,
using sketches and prototypes to collect
honest feedback across a whole org.

Above: Wiring of a prototype for a sample telehealth project.
I used them at all my jobs to collect product feedback from users
and office folks who I can pull aside for a couple minutes.



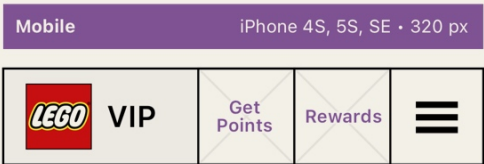
I’m proactive like that even in distributed settings. I keep remote and global teams in sync and included.

Above: A screenshot of CrowdTwist’s work queue Confluence page. Being a small team, I needed to keep track of parallel tasks — certainly for myself, but also so I could keep the company aware of my work.

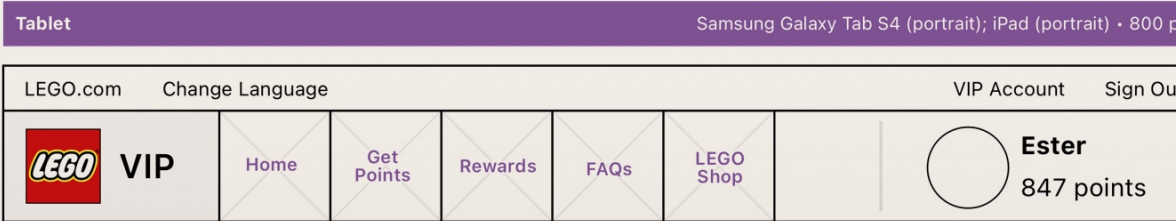
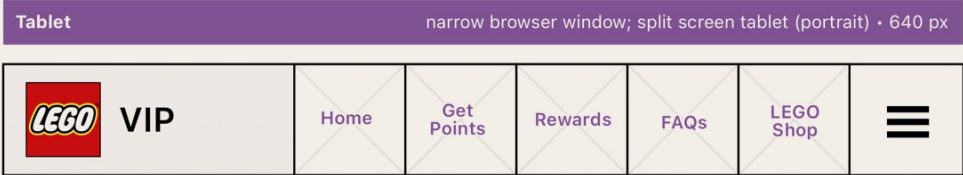
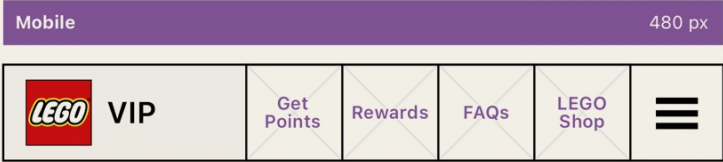
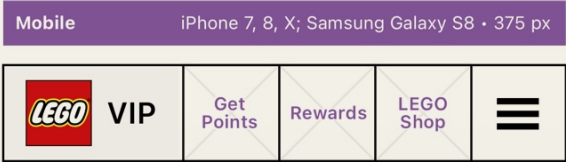


With my marketing and product background, I pitch clients my designs myself and set crisp, clear expectations.

Background: A client's marketing website with the intent of a VC pitch deck in the package of a mini brand website. I wrote the copy and reviewed it with the company while working on their visual brand.

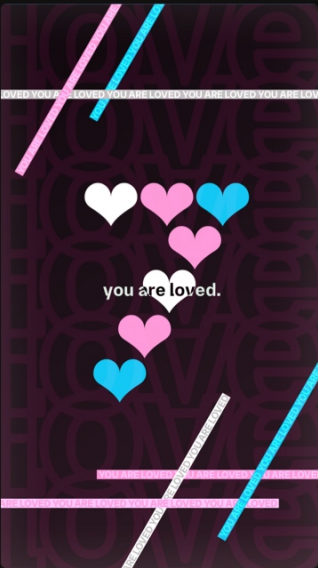


The LEGO VIP logo acts as a home link



With my systems background,
I make design kits, libraries, templates,
and interfaces that can flex in the future.

Above: LEGO’s VIP Rewards website included portions that needed to stay in sync with the brand’s main site. I spelled out responsive design behavior and temporary solutions for the client team based in London.



With my visual design sense,
I bring a craft I've practiced for years
to new places to keep me fresh.

Above: Some of my 2025 weekly calendar so far, a weekly habit with two rules: it has to include the week's number, and I can only use tools on my phone to make it. Thanks to it, I've learned some new tricks!

Left-align all text in this container.

Do not use Freight Sans anymore.
Default to the system font stack
(or at least Helvetica Neue).

```
font-size: 24px;  
font-weight: 700;
```

Log In to Control Center

Add ``autofocus`` attribute to this input so that a user doesn't have to click to highlight this field on page load.

Move "Forgot password?" link to the left of the Log In button.

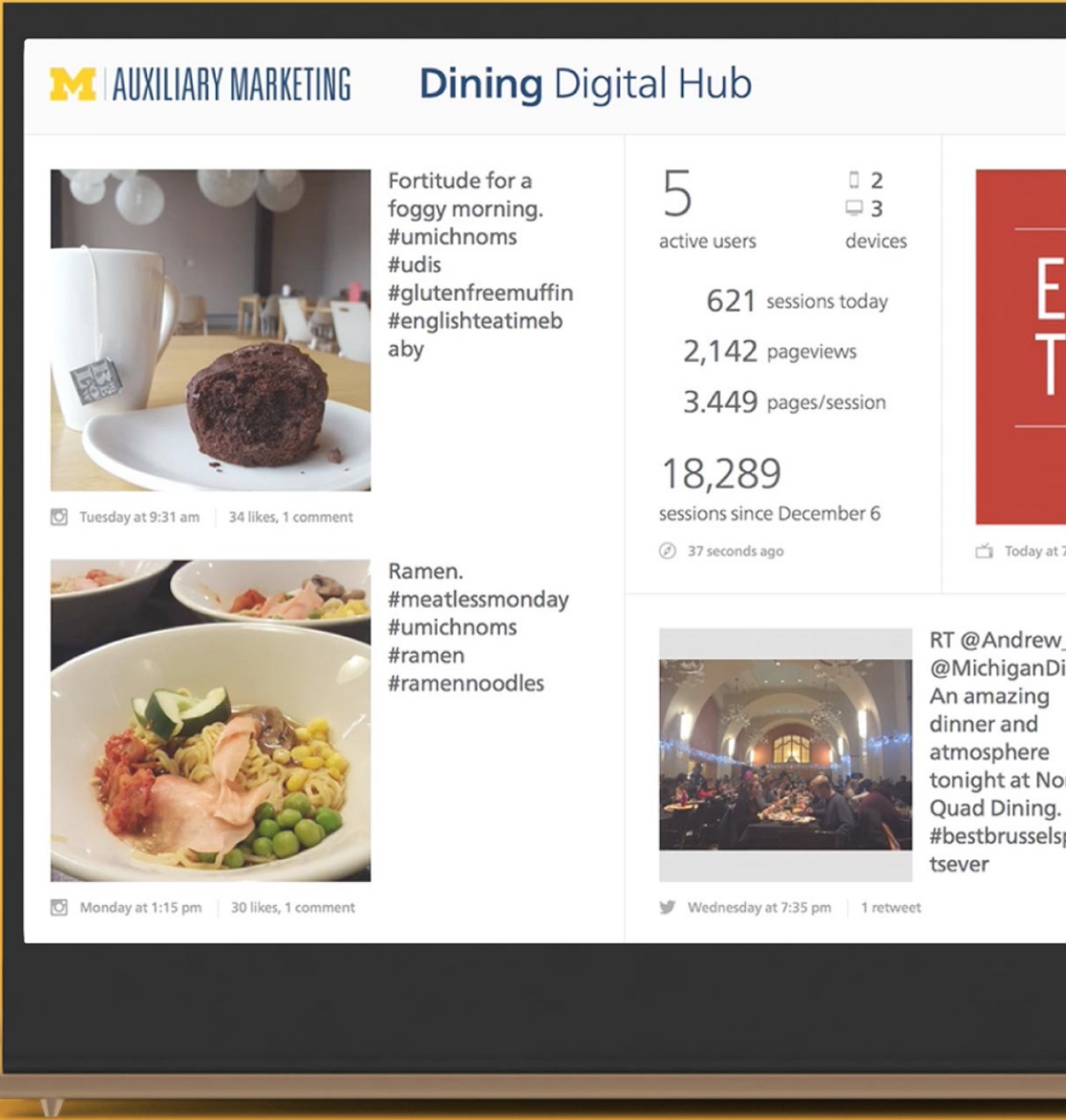
Avoid using floats in this layout.
You should use ``display: flex`` to more reliably layout these buttons.

```
font-weight: 500;
```

[Forgot password?](#)


**With my technical expertise,
I talk with engineering and admins
myself to ensure that my work works.**

Above: An annotated mockup of a CrowdTwist product feature.
The notes call out special behavior, tiny improvements, and CSS tips.
They're short and crisp to match the team's smart, no-fuss style.



Altogether, my blend of designer-leader-engineer-marketer-sysadmin-counselor means I can help inside and out.

Background: a dashboard screen sampling Michigan Dining’s marketing. It brought alignment between marketing, servery and operations staff, facilities, retail managers, catering, chefs, and nutritionists.

A close-up photograph of a person's finger tapping a screen. The finger is in the foreground, slightly out of focus. The background is a bright orange screen with a large, stylized logo that resembles a combination of a 'D' and a 'Y' in dark brown and yellow. Below the orange section, there is a dark grey area with white, rounded rectangular shapes. The overall composition is modern and tech-oriented.

It's incredibly satisfying to do that,
being the systems wonk I am. It's rich,
thoughtful work way beyond "pretty."

Background: A tap area test of Smarthome, my light switch system,
to ensure buttons detect and handle quick, coarse taps.



**Care that's
clear to see.**

Call Us

Address

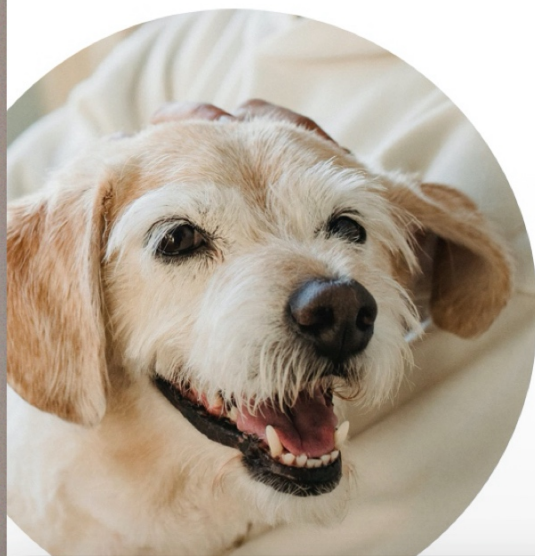
Spry Orthopedics
7100 S Clinton St
Centennial, CO 80112

Hours

Monday to Friday
8:00 am to 5:00 pm

Contact

(720) 810-5480
eyes@apexvetss.com



**We help pets
and their families
live their best lives.**

Our board-certified, highly trained group of veterinary ophthalmologists provide gentle care for your pet, top-tier communication with your general vet, and assurance for you.

Request Appointment

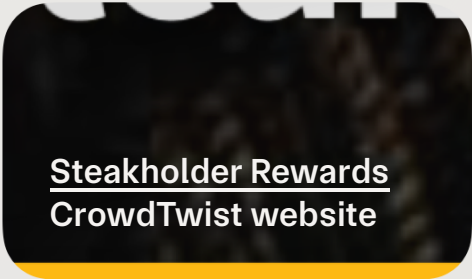
**Systems that are designed well
hold real power to impact and help.
That's what it's all about.**

Above: A hi-fi mockup of a local veterinarian ophthalmologist's website redesign. Its calm and gently friendly take reassures parents thinking about special vet procedures for their pets.



Smarthome

website with tech book and look book



Steakholder Rewards
CrowdTwist website



9:41

Health Haven
UX case study



Dining Digital Hub
demo video



JM Creative
brand guidelines

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