



# John Matula

🏠 [johnmatu.la](http://johnmatu.la)  
 ☎ +1 740 258 9347  
 ✉ [john@johnmatu.la](mailto:john@johnmatu.la)  
 📍 324 E 91st St  
 Apt 20  
 New York, NY 10128  
 United States

I drive collaboration between designers, developers, researchers, and managers. I love contributing to a project as a UX designer, frontend developer, or a mix—I'm always eager to use and grow my skills.

## SELECTED WORK EXPERIENCE

### UI/UX Designer at CrowdTwist

New York, NY • Apr 2018 – Present

- Leads the UX Design team for our SaaS loyalty program platform, designing and developing product- and custom-focused solutions for clients and their customers
- Design and develop websites seen by thousands of customers for clients like Pepsi and Sylvan Learning, working directly with the client and with internal teams to deliver results

### UX Designer at MediaMath

New York, NY • Sep 2017 – Apr 2018

- Designed, tested, and delivered low- to high-fidelity mockups of new software features
- Led effective communication between frontend engineers, designers, product managers, and management teams during work on next-generation product platforms

### UX Designer and Art Director at University of Michigan

Ann Arbor, MI • Nov 2011 – Apr 2017

- Developed new website systems, corresponding designs, and client presentations for University of Michigan groups such as Dining, Housing, and Catering
- Headed the development of a custom WordPress website for Recreational Sports, leading to 19 percent increase in fitness membership enrollment
- Created a new, custom WordPress website system for the campus event planning group which increased potential leads and new site traffic by 20 percent

### Software Developer at Visa, Inc.

Highlands Ranch, CO • May – Aug 2014

- Designed, developed, and delivered an internal configuration application, reducing the skill level required to complete this job from a senior administrator to general staff
- Gave documentation and presentations during the project to support future development

### Software Developer at AdvantageCS

Ann Arbor, MI • May – Aug 2013

### Freelance Website Developer for Avaya, Inc.

Worthington, OH • Sep 2008 – Oct 2011

- Created webpage product demos for clients like Apple and Progressive Insurance

## PERSONAL PROJECTS

**Smarthome**, an extensible wireless outlet system on a minimal budget

**Rosine-Matula Wedding**, with an informational website and suite of printed materials

## EDUCATION

### Bachelor of Science in Computational Informatics

University of Michigan '15 • Ann Arbor, MI

## SKILLS AND TECHNIQUES

### Backend

- PHP and WordPress, including client setup, custom modules
- Database systems: MySQL and SQL Server
- Apache server setup
- Windows application frameworks: C++, C#

### Frontend

- HTML, CSS/SASS/SCSS
- JavaScript, jQuery
- Development tools: Gulp, Browsersync
- Agile development cycle
- UX research: surveys, card sorting, user tests

### Design

- Sketch, InVision, InDesign, Illustrator, Photoshop
- Graphic design, layout, typography, hierarchy
- Branding: design systems, style guides, templates
- Presentation skills, tools: PowerPoint, Keynote



See work examples and discussions at [johnmatu.la](http://johnmatu.la)