

# Matthew Traxler

216-250-2513 / hello@matthewtraxler.com / www.matthewtraxler.com / Cleveland, OH, 44126

## UX DESIGNER | UI DESIGNER | PRODUCT DESIGNER

I am a skilled product designer, proficient in visual and interaction design. I translate complex concepts into world-class products.

### Professional Experience

#### UX & UI Interaction Designer

##### Freelance/Contract *October 2018 - Present*

Some projects I have worked on the past several years as an independent contractor;

- UX research and design for multi-brand monolithic website for Envista Holdings
- Lead UX on intranet redesign for The J.M. Smucker Company
- UX research and design for Fairing's Question Stream Shopify app
- Build a massive eCommerce ecosystem for B2B healthcare supplier PartsSource
- UX & UI design for a native mobile app for PartsSource
- Lead UX for Ohio government in-home healthcare microsite
- UX and branding for bean-to-bar startup The Cleveland Chocolate Co.

#### Product Designer

##### Assurant *October 2012 - October 2018*

Working on an agile, cross-platform team creating experiences that are distributed to over 25 million devices around the world. Formerly a small startup where I joined as the first product designer, helping to establish a team of 5 designers and eventual acquisition by Assurant (AIZ). I helped build several features across multiple products. Leading design and UX from early research through production and usability testing.

#### Founder/Creative Director

##### Steadfast Records *October 2017 - Current*

An independent record label and eCommerce site that I operate. I manufacture, market and distribute vinyl records and other physical media for artists that I partner with.

#### Senior Interactive Designer

##### The Adcom Group *October 2008 - October 2012*

A fast-paced interactive marketing and communications agency downtown Cleveland. At Adcom I would take inputs from clients, research, and engineering teams, to build creative solutions for Moen, YMCA, The Cleveland Clinic and Sherwin-Williams.

### Education

#### High School Diploma

Brookside High School, Sheffield Lake, OH

### Areas of Expertise

#### Skills

Digital product design  
UX research  
UX design  
UI design  
Information architecture  
User research  
Validation & user testing  
Visual design  
Marketing & branding

#### Tools

Sketch  
Abstract  
Figma  
Creative Suite

#### eCommerce Platforms

Shopify  
Wix  
Weebly  
Squarespace