

# Matthew Traxler

## Interaction & Product Designer

[matthewtraxler.com](http://matthewtraxler.com) (440) 864-5795 [hello@matthewtraxler.com](mailto:hello@matthewtraxler.com)

I create thoughtful solutions that engage users with clarity and delight.

### Work Experience

#### Interaction Designer

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

As an independent contractor I have recently led UX on two full intranet projects for The J.M. Smucker Company. Helped launch a massive eCommerce experience for B2B healthcare supplier PartsSource. Led UX for an in-home healthcare search microsite for the Ohio government, and created a full branding suite for bean-to-bar startup The Cleveland Chocolate Company.

#### Product Designer

##### Assurant Labs, Cleveland, OH *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, Cleveland, OH *October 2017 - Current*

Steadfast Records is a small, independent record label that is both my side hustle, and a way for me to stay involved with music, which has always had a huge place in my life. It's been creatively rewarding and is constantly teaching me to focus and prioritize in new ways.

#### Creative Director

##### Sushi 86, Cleveland, OH *October 2005 - Current*

A mainstay of the downtown Cleveland food scene, I've been working on creative projects with Sushi 86 for over a decade now. Recently leading a complete brand refresh and implementation of an updated website and online ordering experience.

#### Senior Interactive Designer

##### The Adcom Group, Cleveland, OH *October 2008 - October 2012*

Fast paced interactive marketing and communications agency downtown Cleveland. Managing inputs from clients, research, and engineering teams, to build creative solutions for Moen, YMCA, The Cleveland Clinic and Sherwin-Williams.

### Skills

Digital Product Design  
Interaction Design  
Wireframing  
Prototyping  
User Research  
User Testing  
Branding  
Visual Design

### Tools

Sketch  
Figma  
InVision  
InVision DSM  
Creative Suite  
Marvel

### Methods & Processes

Design Sprints  
Jobs To Be Done (*beginner*)