

Matt Walker

New York, New York, United States

mattwalk2005@gmail.com

205.292.4898

[linkedin.com/in/mrmattwalk](https://www.linkedin.com/in/mrmattwalk)

Summary

With 11 years of total experience in e-commerce design and 7 years of UX Design, I have developed a successful and varied track record as a problem solver and innovator in this speciality. I have been a strategic leader on the design of multiple React Native apps to be fully Native in both iOS and Android, collaborated with a talented team of fellow designers and cross functional partners to design a proprietary, white-label e-commerce platform, and optimized the usability of loyalty programs, account creation and checkout flows.

I also conduct qualitative and quantitative user research, in both moderated and unmoderated formats, on new and existing features to improve the overall customer experience, while meeting company goals and KPIs. My drive and expertise will bring value to any organization looking for a senior level UX Designer & Strategist.

An alumnus of the Creative Circus' program in graphic design, I also has a degree in advertising and French from the University of Alabama.

Experience

Senior Principal Experience Strategist, Mobile

Peapod Digital Labs

Jun 2022 - Present (1 year 8 months)

Working in tandem with the Mobile UX Manager to lead the ground-up design and shipping of several brand apps from older React Native versions to fully Native for both iOS and Android. I focus on longer term strategic initiatives while also providing mentorship and guidance to junior members of the design team. I also provide representation to leadership and higher company level stakeholders with design walk-throughs, critiques, and planning.

Experience Design Lead

Peapod Digital Labs

Oct 2019 - Jun 2022 (2 years 9 months)

I work collaboratively to lead research, design, and direct web, mobile web, and app experiences across Stop & Shop, GIANT, Food Lion, MARTINS, Peapod, & Giant Food grocery brands. I focus on combining eCommerce initiatives with current brick & mortar business into one seamless user experience.

Senior User Experience Designer

Peapod Digital Labs

Jul 2018 - Oct 2019 (1 year 4 months)



Senior User Experience Designer

Aisle Rocket

2017 - 2018 (1 year)

In this role, I worked in tandem with the Creative Director and creative leadership to establish and execute discipline best practices, and evangelize creative services across the agency and to clients. I mentored and inspired members of the creative team, and provided design direction on both personally-managed projects and inter-office design initiatives. The clients I have provided creative for include Whirlpool, Maytag, JennAir, and KitchenAid.



Art Director

Surprise Ride

2016 - 2017 (1 year)

Led all brand creative as it relates to growth and acquisition. Recruited, trained and supervised a creative team consisting of interns, contract artists, and full time employees. Repositioned the brand's visual elements to focus specifically on cohesion and growth. Worked with freelance marketing agency in direction, ideation and testing of both advertisements as well as web design and landing pages. Formulated concepts and then assigned and directed staff members to develop design concepts into art layouts, reviews and confers budget, background information, objectives, presentation approaches, styles, and techniques.

W Art Director

Club W

2013 - 2016 (3 years)

Built, trained, and managed the creative department to consist of several different types of media such as video, photography, and design. Supervised, concepted and executed visual outputs for the Winc (formerly Club W) brand including print & interactive design, packaging & collateral, video direction & editing, as well as photography creative direction. And most recently, assisted in the direction of the company's rebrand across all platforms and media.

Contract UI/UX Designer

72 Pixels - A Photon Company

Mar 2013 - Apr 2013 (2 months)

Build assets and art direct designs from wireframes for mobile applications for iOS and Android software considering user experience and interaction.

Freelance Junior Art Director

Jan 2013 - Mar 2013 (3 months)

Concepted key art ideas for pitches, mask images, clean and colorize sketches, art direct type and art layouts, create breakouts and wild posts from approved key art and assist art directors with building and completing comps all for film and television clients.



Freelance Graphic Designer

Modern Luxury

Jan 2012 - Jan 2013 (1 year 1 month)

I helped to rebrand Jezebel magazine to a younger target by concepting and executing new page layouts, folio elements, creating cover options, exploring new typography and clipping images. Also, I

concepted and designed a sports guide from cover to cover including multiple spread layouts, image manipulation, and ad art direction and design for local clients in Atlanta.



Volunteer

The Trevor Project

2013 - 2013 (less than a year)

Volunteer for The Trevor Next Gen Project, a support organization for The Trevor Project. Help to design and organize fundraisers, events and discuss LGBTQ topics in Los Angeles.

Education



The Creative Circus

Graphic Design

2010 - 2012



The University of Alabama

Bachelor's degree, Advertising

2007 - 2010



Université de Tours

French Language and Literature

2008 - 2008



The University of Alabama in Huntsville

Management Information Systems, General & Marketing

2005 - 2007

Skills

InDesign • Adobe Creative Suite • Illustrator • Concept Development • Photoshop • Branding & Identity • Time Management • After Effects • Final Cut Pro • Multitasker