

# KARL MATTHIES

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## career summary

UX/UI Designer and Creative Director specializing in creating elegant, engaging, and functional interfaces. Consumer and internal designs that span multiple platforms including desktop, mobile for iOS and Android devices.

## skills

### Computer/Design

Adobe Creative Suite  
Sketch  
Axure  
iRise  
Balsamiq  
CSS  
HTML  
Java Script  
Jira  
InVision  
Quark Express  
Microsoft Office Suite  
Microsoft Frontpage

### Conceptual & Production

UX/UI Design  
Storyboarding  
Flow Charts  
Graphic Design  
Web Design  
Brand Identity  
Magazine Spreads  
Layout  
Animation  
Interactive Design

## education

### Brown College,

### Mendota Heights, Minnesota

Associate of Applied Science Degree  
in Visual Communications, July 2000

## ux/ui designer & creative specialist

## professional experience

### UX/UI & Graphic Designer • Karl Matthies Design • Nov 2016 - Current

Working with clients to produce exceptional websites, mobile apps and branding for every medium. I specialize in UX/UI Design, graphic design and project management. Clients include: **ScaleFactor, AVAI Mobile, Polaris Industries, Schwan's Inc, Godfathers Exterminating, Grand Avenue Pharmacy, Fancy Awesome and more.**

### UX Designer • One20 • January 2018 - June 2018 (Company Closed)

Just launched a completely new member focused website: [www.one20.com](http://www.one20.com)

- UX/UI design for the Maps & ELD apps for iOS and Android to the new ONE20.com website
- Design deliverables - wireframes, personas, user flows, productions graphics, ect
- Business Development support - UX/UI design engagements

### Creative Director & UX/UI Designer • rateGenius • June 2014 - Nov 2016

Spearhead marketing initiatives for entire company; manage the customer experience, branding, style guides, marketing strategy, including social marketing and B2B. Led a team in producing collateral, press releases, newsletters, web design and content, graphic design, video, and photo elements. Conduct market research, including user testing and explore alternative messaging methodologies. Create customizable templates for company use.

### Key Accomplishments:

- Implemented a new mobile responsive corporate website with repeatable UX/UI patterns to be leveraged for subsidiary companies
- Launched a new online customer application that increased the number of funded loans from a 8.9% to a 22.4% conversion rate
- Designed a new online form for customers to sign and ship documents to fund loans, increasing the number of funded loans by 7% and reduced the amount of time loan officers spent guiding each client through the loan process
- Created a new document upload process, making it mobile friendly and click and drop capable for PC which decreased missing files and reduced application completion time by 25%
- Created a consistent and standard company identity across all platforms including social media, digital marketing and print campaigns as well as a nurture email campaigns with a responsive design

### Senior Graphic Designer • Wunderman Agency (Client: Best Buy) • June 2012 - April 2014

- Developed wireframes and custom tiles for translating the weekly insert to website and mobile platforms
- Conceptualized and designed for the music, movies, gaming, mobile, appliances, digital imaging, computing and home theater department categories in the Best Buy weekly insert for globally distributed newspapers
- Designed in-store weekly ads and posters
- Established the look and feel of concepts based on business objectives, brand and the consumer landscape
- Collaborated with project managers and client merchants to identify and build mitigation plans around any issues or risks that threatened the quality or timing of deliverables

### Senior Graphic Designer • GS Media & Events (Camping World) • April 2006 - June 2012

- Managed team members and provided feedback to ensure design consistency and design skill improvement
- Created print and web promotions, for 34 RV, boat, powersports and home and garden shows across the U.S.
- Independently designed magazine spreads from start to finish in ATV, MotorHome, Trailer Life, Camping Life and SnowGoer magazines
- Developed 24 page year-end sponsor recaps for national RV shows for DISH Network and GEICO that included advertising delivered, marketing, and resulting attendance statistics
- Deliverables included: 24-36 page programs, flyers, brochures, billboards, posters, event signage, logos, web banners and buttons, landing pages, e-mail blasts and sponsor recaps for each national show

### Additional Employment:

### Graphic/Web Designer • Events and Adventures • June 2001 - April 2006