

MATTHEW CARLSTROM

designer@matthewcarlstrom.com

<https://matthewcarlstrom.com>

+1 720 934 1093

PROCESS

I design UIs and UX that increase the usability and joy in digital products. My focus is to design apps, from end-to-end, to be universally human-focused, simple, and delightful. I A/B test design hypotheses to. All this, combined with my international experience, sensitivity to how other cultures think, results in apps with increasing user adoption and retention.

HISTORY

CHARTER COMMUNICATIONS Jun 2021 - Present

Senior Product Designer

As a Senior Product Designer at Charter Communications, I provide end-to-end design solutions for the Spectrum News app for iOS and Android, as well as the Spectrum News web experience.

THE CE SHOP Aug 2020 - June 2021

Senior Web Designer / Web Developer / UX Designer

I lead the design of theceshop.com e-commerce website, and landing pages. I came in to bring a mobile-first design sensibility to their active e-commerce site, which is resulting in an increasingly improved user experience and sales.

REALLY BAD APPS Jul 2018 - Aug 2020

Product Designer / UI Designer / UX Designer

I designed UI & UX for native Android, iOS, and responsive web apps. I set up A/B tests on UX to determine the best user-growth potential. I designed and prototyped features that increase active-user growth; resulting in around 38% AU growth every quarter to date. I managed a small international team of developers and content creators.

WORDAPP B.V. May 2015 - Jun 2018

UI Designer / UX Designer / Art Director

I designed the UI & UX for their crowd-sourced work-platform designed to deliver thousands of content tasks to writers and editors. Spearheaded and designed an online help platform for users.

FREELANCE Jan 2013 - May 2015

UI Designer / UX Designer / Visual Designer

At cSuite Technologies Inc., I designed the UI/UX for their Android productivity app, creating a synergy between the UI and branding. I designed original icons, wires, pixel-perfect mockups, and assets.

For Insight Inc., I designed UI/UX for an in-house iPad app to easily track product inventory. I conducted research with various stakeholders. I designed icons, wire, specs, pixel-perfect mocks, and assets.

TUNEWIKI INC. Oct 2010 - Jul 2012

Lead Product Designer

I designed the UI & UX for the Tunewiki Social Music Player on Android. I researched UX, executed UI designs with Material Design best practices that drove user growth and social engagement via sharing of song lyrics. I helped re-brand the Tunewiki Inc. identity.

EARLIER WORK 2010 and earlier

Visit <https://matthewcarlstrom.com>

University of California Los Angeles, 2011

Graphic Design

University of California Los Angeles, 2004

Bachelor of Arts, Ethnomusicology, Minor: Near Eastern Languages & Cultures

SKILLS

Design



UI



UX



User centric



Visual



Accessibility

Design Patterns & Platforms



Native iOS



Native Android



Wordpress



Drupal

Tools



Figma



Sketch



Adobe CS



Zeplin



Principle

Languages



CSS



HTML



JS

SPOKEN LANGUAGES

English

Native

Turkish

Fluent