

MATTHEW CARLSTROM

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SUMMARY

I design apps and user interfaces for digital products that are easy to use. I A/B test UI design hypotheses. My international experience, my sensitivity to how other cultures think, helps me see UX issues from different vantage points. I work and manage smart, scaling myself and my team with the right tools, so we can punch above our weight.

SKILLS

User centered design • Branded visual design • UI design for apps & games • Managing on-site and remote teams • Working knowledge of HTML, CSS • SEO for Wordpress • Agile & Scrum

WORK EXPERIENCE

REALLY BAD APPS LLC.

Head of Product, UI Designer, July 2018 - Present

Design Android and iOS mobile apps, UI's, and UX. Devise A/B tests on UX and visuals to determine best user-growth potential. Help strategize features and UX that will increase active-user growth for our Podcast Guru app; resulting in 5.6x growth since Jan 1, 2019 to date. Build and manage a small international team of developers and content creators to develop digital experiences.

- Design UI and UX, branding, create pixel-perfect mockups and interactive prototypes
- Manage three Products, Podcast Guru (Android), Discover Dash (Android), PhotoStacks (iOS)
- Manage remote team of developers on a daily basis to deliver update and new software releases.
- Design, brand, create and manage SEO friendly Wordpress websites and landing-pages that support our apps.

WORDAPP B.V.

Art Director, May 2016 - June 2018

UI Designer, UX Designer, January 2015 - April 2016

Designed initial Wordapp SEO web content platform UI. Created design solutions that allowed the crowd-sourced work-platform to deliver thousands of tasks to writers and editors. Successfully lobbied to use Wordpress for the company homepage to offload tasks from developers and empower staff to manage website. Spearheaded and designed online help platform for users.

- Designed user interface for web content platform, including task-feed UI, content template & rule system, & payment method.
- Designed A/B tests on homepage to determine which content that resulted in an increase in organic traffic.
- Defined visual design and branding consistency for digital product and corporate identity.

FREELANCE

UI Designer, UX Designer, & Visual Designer, January 2013 - 2015

cSuite Technologies Inc. - Designed user interface and developed a visual language for the cSuite Productivity app for Android.

- Designed original visual language for icon set. Helped design UI for an app with a differentiated user experience.
- Created pixel-perfect mockups.
- Designed a close visual relationship between the UI and branding.

Insight Inc. - UI design for myInsight for iPad, an in-house branded tool to easily and quickly track product inventory.

- Conducted research with various departments in the organization to design a UI that had the needed functionality.
- Designed branded UI with custom icons, and provided wire, specs, and pixel-perfect mocks and assets.

TUNEWIKI INC.

Lead UI Designer & Visual Designer, October 2010 - July 2012

Designed the re-brand for Tunewiki Inc. and designed the user interface for the Tunewiki Social Music Player Android.

Researched and designed user interfaces that encouraged user growth and sharing of songs' lyrics.

- Responsible for adapting UX requirements and wireframes into UI, pixel-perfect mocks and assets.
- Created art production pathways that enabled development on all device densities.
- Created new branding for Tunewiki Inc. via a new company logo, branded app icon, and marketing collateral.

MOBILE DELUXE

Lead Artist & UI Designer, Mar 2008 – Apr 2010

Responsible for designing game screens, and delivering assets for mobile casual mobile games on iPhone, iPad, and Facebook.

Games include: Solitaire Deluxe, Solitaire Deluxe 16 Pack, Curious George Coloring Book, Sherlock - The Game is Afoot, Sudoku Deluxe Green Edition

- Designed simple UI's, intuitive icons, and game art that conveyed the identity of top brands.
- Directed and managed, internal and external art teams.
- Designed game art, developed art production paths, and created assets

FREELANCE

Game Artist, UI Designer 2005 - 2007

Namco Networks - Provided complete concept, to design, to final game art solution for Namco Network's titles. Titles included:

Pole Position Remix, Ms. Pac Man, Pac Man, Galaga, Snoopy the Flying Ace, Dig Dug.

- Designed original game art for Pole Position Remix, game interface complemented iPod wheel, art production path.
- Reprocessed and redrew original arcade assets to work on mobile phone game engine.

Namco Networks (2N Productions Subcontractor) - Designed and adapted mobile version of arcade classic games from the original arcade source. Games include: Ms. Pac Man, Pac Man, Trivial Pursuit, Mr. Driller.

- Designed mobile user interfaces, designed and re-created assets to work at various pixel densities, created original animations.

TOOLS

Sketch, Zeplin, Principle, Adobe Photoshop CC, Illustrator CC, InDesign CC, Wordpress, Brackets, Codepen, Balsamiq, JIRA, Confluence, Google Analytics, Google Search Console, Google Tag Manager

EDUCATION

UNIVERSITY OF CALIFORNIA LOS ANGELES, 2011

Graphic Design

UNIVERSITY OF CALIFORNIA LOS ANGELES, 2004

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

GPA 3.952, Summa Cum Laude

LANGUAGE SKILLS

English - Native

Turkish - Fluent

AWARDS/ACKNOWLEDGMENTS

CTIA Wireless 2009 Emerging Technology Award - Sudoku Deluxe Green Edition

Best selling Solitaire game, over 4 Million Downloads - Solitaire Deluxe 16 Pack