

MATTHEW LONG

PRODUCT DESIGNER

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matthewlong.co

MATTHEW LONG DESIGN

Owner / Product Designer / Product Manager April 2019 - Current

At Matthew Long Design, I work with clients to build applications, bring their brands online, tell stories, and launch content strategies that support their plans for growth. Through careful analysis, I uncover problems and missed opportunities, implement strategies, and launch products that people love. I am with my clients for the entire product lifecycle.

- » Design beautiful wireframes and interactive prototypes for native applications, web apps, and responsive websites.
- » Perform qualitative and quantitative research based on client and market needs to inform strategy and design.
- » Document the design process, research analysis, style guides, and sprint instructions to substantiate design decisions and support an effective developer handoff.
- » Manage and tracks the product lifecycle at a product ownership level.
- » Test remotely and in person to ensure product usability and accessibility.

SONOMA PLAZA HISTORY

Head of Product and Creative October 2020 - Current

- » Designed an angular-web-based mobile history tour that integrates with Mapbox and provides GPS-enabled direction.
- » Developed a navigation system that helps users to walk to each stop with minimal cognitive load by providing careful signifiers, reducing device-location limitations and focusing on application engagement.
- » Created a desktop companion to allow those who cannot make it to the plaza to have access to the same content anywhere in the world.
- » Tested extensively with local senior residents, culture seekers, and travelers to understand user behaviors and uncover problem areas.
- » Led the product life-cycle from conception to development.
- » Contracted and project-managed developers, translators, and content production teams with project sprints.

THE SWEET SPOT DISPENSARY

Branding / Web / Ecommerce May 2022 - Current

- » Through collaborative efforts, I designed and Implemented a brand strategy for print and web that aligned with local artist's vision for multiple store interiors while ensuring the brand speaks for itself.
- » Implemented a content strategy that focuses on storytelling and value proposition and appeals to its consumer base.
- » Coordinated and managed the implementation of the Jane ecommerce platform elevating user experience with an improved shopping experience and delivery services to drive sales online.

SKILLS

Product Design
Product Management
User Experience
Interaction Design
Information Architecture
User Research
Usability Testing
Marketing
Analytics
Sales
Website Design

TOOLS

Figma
XD
Photoshop
Illustrator
After Effects
Excel
Miro
Fig Jam
Wordpress
Elementor
Anima
Stark

EDUCATION

UX Immersive
General Assembly
San Francisco
2019

Web Design
Sessions Design School
Remote
2005

HEMPSTEINER USA

UX Designer

April 2020 - June 2020

- » Remotely collaborated with internal marketing teams of one of the world's largest Hops growers to capture the vision for their hemp startup, and develop its brand online.
- » Prototyped and developed a website focusing on education and brand awareness, highlighting the rich family heritage of Hopsteiner and their commitment to sustainable cover crops with hemp.

ARCHIPELO

UX Designer

June 2019 - August 2019

- » Researched and helped with the conceptualization of a React Native platform that assists developers in connecting with qualified contributors to develop their projects and provide feedback via GitHub API.
- » Conducted Qualitative Research with developer participants to uncover pain points in GitHub workflows
- » Explored search options and populated results to understand how to surface deeper insights quicker.

APPRENTICESHIP

HOME DEPOT - UX Designer

November 2018 - December 2018

- » Created wireframes and paper sketches to conceptualize a mobile application that helped DIY users brainstorm, research, plan and build projects from start to finish.
- » Relentlessly focused on IxD to ensure the user could maneuver the app easily at all steps of the process
- » Synthesized research data from surveys and interviews to ensure the needs, pain points, and interest levels of our persona were met.

BRIDGIT - UX Designer

December 2018 - December 2018

- » Explored the vast world of sharing research findings, sourcing, and connecting information by creating bridges to each element as a form of transparency online. Prototyped a user interface that helped users create and manage their bridges easier by focusing on user behaviors and needs. Conceptualized an interaction that helps users bridge to segments of video on sites like YouTube and Vimeo.

ADDITIONAL EXPERIENCE

Marketing and Content

2013 / 2019

- » **Ramekins, 2019**, Marketing Manager, website, digital ads, and print advertisement. Worked with stakeholders to uncover needs and opportunities. Learned about consumer needs, designed, and conducted usability testing.
- » **Clear Content Marketing, 2013**, Assisted in the management of content writers across the country. Gathering research, documenting, and compiling adequate information to support content writers in their compositions.

Financial Services

2011- 2018

- » **Home Street Bank, 2014-2018**, Mortgage Loan Officer assisting in the generation of \$40+ Million in Sales annually. Researched and analyzed financial health, and managed marketing campaigns.
- » **Bank Of America, 2011-2014**, Increased retention and revenue at an underperforming branch by coaching staff on mortgage referrals and processes. Promoted to AVP within Quality Ass. Customer Negotiator for Customer Resolutions assisting borrowers in foreclosure and financial decline.