

Matthew H. Schmidt

Graphic Designer with extensive biotech marketing experience

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Schmidtwerks.com [portfolio]

EXPERIENCE

Web/Graphic Designer — *Matsch Creative*

APRIL 2023 - Present; Beverly, MA

Sole proprietor d.b.a. Matsch Creative. Freelance graphic, web, and interactive design and for remote work ranging from print collateral to software UI design, with clients ranging from Boston to Sweden.

Senior Product & Graphic Designer — *Hi Marley*

JANUARY 2021 - APRIL 2023; Boston, MA

Developed creative and innovative solutions within tight timelines and scope, drove the culture of the product design organization, and fostered continuous improvement during a period of dynamic growth and frequent change in an Agile startup environment. Took ownership of features from inception to final implementation, ensuring a smooth transition from concept to production. Created user interface designs, architecture, and functionality according to usability best practices and user-tested data. Applied human-centered design principles to rapidly create conversational experiences for the insurance industry (and their customers) that were engaging, effective, and legally compliant.

- Launched a cross-functional design system using Figma and Storybook, enhancing consistency across multiple products.
- Innovated UX research methods to evaluate feasibility and value of AI including ChatGPT, contributing to product research on LLM solutions.
- Identified inconsistencies in workflows, initiating and leading projects for UX metrics, W3C WCAG accessibility, usability testing, and personas.
- Collaborated with a cross-functional hybrid team to seamlessly integrate AI components into user interfaces, enhancing user interactions in a suite of coaching features and improving overall usability.

Senior Web Technologist — *Cell Signaling Technology*

FEBRUARY 2020 - JANUARY 2021; Danvers, MA

Led cross-functional remote teams with Scrum as a product owner, collaborated with stakeholders, and implemented design and marketing technology processes. Delivered innovative end-to-end user experiences across e-Commerce and CMS platforms spanning UX research to final HTML, CSS, and JavaScript code. Optimize UX and UI for biotech industry

SKILLS

Graphic & Product Design

Marketing collateral

Sales & trade show materials

Corporate identity & branding

Interactive & Code Prototypes

Package & label design

Environmental/sign design

Figma & Sketch

Adobe Creative Suite
(Photoshop, Illustrator, XD,
InDesign, Premiere, Acrobat)

Microsoft Office
(Word, Excel, Powerpoint)

Collaborative
Problem-Solving

Effective Communication

Project Management

Marketing automation

Design systems & Style guides

Vendor Management

HTML

CSS

JavaScript

A/B Testing

Design Operations

UI Design

Large-format printing

Collaboration across Product,

user needs and drive business results on award-winning web properties.

- Led the modernization, refactoring, and extensive testing of over 100 high-traffic cellular signaling pathway diagrams with JavaScript, CSS, HTML5 and JSON, enhancing user experience and product discovery.
- Developed proof-of-concept prototypes for a scientific figure and image enhancement delivering over 2000% higher resolution using existing in-house sources, CLI image pyramid tools, JavaScript, CSS, and HTML.

Digital Marketing Specialist — *Cell Signaling Technology*

MAY 2016 - FEBRUARY 2020; Danvers, MA

Collaborated with cross-functional teams to deliver digital marketing materials that improved campaign performance and user engagement. Collaborated with global marketing and website stakeholders to administer the website support queue, achieving SLA standards.

- Developed custom solutions to website problems, including replacing Flash with JavaScript and HTML, styling HubSpot with CSS, and creating a web style guide in Wordpress.

Production Artist — *Cell Signaling Technology*

JULY 2013 - MAY 2016; Danvers, MA

Prepared and published product data sheets for print and web, ensuring accuracy and high-quality visual presentation. Utilized Adobe Creative Cloud to optimize scientific images and create diagrams of complex data.

- Utilized JavaScript, bash scripting, XSLT and Applescript with Adobe Creative Cloud and XML to optimize production efficiency while maintaining data integrity.

Web/Graphic Designer — *Egghead Advertising Co.*

AUGUST 2007 - OCTOBER 2013; La Crosse, WI & Boston, MA

Sole proprietor d.b.a. Egghead Advertising Company. Founder of a freelance business and micro-agency offering print/digital advertising and integrated design services. Relocated business from Wisconsin to Boston, Massachusetts. Grew client portfolio 300% during a recession.

Advertising Manager — *The Fortney Companies*

APRIL 2004 - JULY 2007; La Crosse, WI

Responsible for all printed marketing, digital advertising, graphic design, media buying, environmental/transit design and website maintenance for a fast-paced family company with rapid growth. Planned and designed franchising materials for a leading brand. Reported directly to ownership daily. Partnered with all corporate and on-site managers. Company held multiple hospitality and real estate companies and franchises.

Bachelor's degree: Visual Communication Design

Hartford Art School, University of Hartford, Connecticut (2003)

IT and Marketing Teams

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