design
M A T T Y

mpwilliams89@gmail.com
856.308.6744
1422 S. 8th Street
Philadelphia, PA 19147

summary

Experienced, self taught Product Designer with a full understanding of product development cycles and UI/UX Design. Offers the additional skills of marketing, project and time management and basic JS/Rails development with experience in working on remote teams and with clear communication.

experience

OrderDeck
2013 - 2015
orderdeck.com

Co Founder/Designer - Startup

Co Founded, designed & built a marketplace to cater to freelancers and businesses. Created and worked on style guides, mockups, prototypes, marketing materials, A/B Testing all with one co founder.

Accomplishments:
- **Learned invaluable lessons from business tactics to web design to understanding subtle, invisible UI/UX which make the biggest difference.**
- **Failed – saw the harsh realities of startup life and how to successfully pivot from failure.**
- **Successful launch (Small but launched).**

Skyscraper Solutions
2010 - 2015
goskyscraper.com

Co Founder/Designer - Web Agency

Responsible for a full gamut of work. Contributed toward project management, client engagement, Design & Development, branding and marketing tactics (SEO, AdWords, etc).

Every Merchant Network
2011 - Present
everymerchant.com

Head Designer/Developer - Web Agency

Responsibilities included managing a talented Design & Development team on internal and client projects. Pushed the company with a design-first development strategy, leading to its status as a multi million dollar business.

Accomplishments:
- **Successful Rebranding of multinational, multi million dollar corporation - *Arthur Murray Dance Centers*.**
- **Assisted in recognition as trusted Facebook Partner and trusted partner of Google.**
- **Successful transition into remote friendly working environment.**

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education

Gloucester County College
2007 - 2009

Associates in Art
Graphic Design in Print

Rowan University
2009 - 2011

Bachelor's in Art
Graphic Design in Print - Typography and Layout Focus

Self Taught
1989 - Forever

Life Achievement
Learning everyday

skills

- **Design**
  [Product, UI/UX, Branding, Photoshop, Illustrator, Responsive Design]
- **Web Development**
  [WordPress, Drupal, Version Control – Git/BitBucket, Semantics, HTML/CSS, Preprocessors – Sass, Intermediate JS/jQuery knowledge, Intermediate Ruby on Rails Knowledge, HAML]
- **Marketing**
- **Product Development**
  [A/B testing, Agile & SCRUM Development, User Testing]

references

Available upon request.