



Geoff Matheson

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Newark, Delaware

QUALIFICATIONS

- Designer and developer with 15+ years of experience in graphic / web design, UI/UX design, brand identity design, package design, and front-end web development.
- Strong design, typographic, layout, form, color, and aesthetic understanding and execution.
- Adept at learning quickly, and proficiently with an innate problem solving capability.
- Ability to communicate and work well as part of a team.
- Experience as a business owner and director, with the ability to manage, delegate, and prioritize tasks.

SKILLS

- Adobe Photoshop, Illustrator, and InDesign
- UXPin, Figma
- HTML, CSS, JS
- HubSpot
- WordPress
- A/B testing, heatmaps, and userflows
- User-centered design principles
- SEO optimization
- Best Practices
- Design Systems
- Style Guides
- Photography

EDUCATION

2003 – 2005

The Pratt Institute, Brooklyn, New York — [Visual Communications](#)

2001 – 2003

The Delaware College of Art and Design, Wilmington, Delaware — [Associates in Graphic Design](#)

- The Advertising Club of Delaware Award and Scholarship. Best in Graphic Design. 2003.

EXPERIENCE

2 / 2022 – Present

Web / Graphic Designer — [Anura.io](#), Middletown, Delaware

- On the Marketing team at this SaaS company—lead SEO optimization, A/B tests, and analyze CTAs, links, and use heat maps, and analytics to drive conversions on website, and landing pages.
- Redesigned brand identity—refined logo, graphics, and style guide to create a cohesive, consistent look across all print / digital materials.
- Designed, and developed new HubSpot website that increased conversions by over 200%, in the first year.
- Contributed to success of company winning #1731 on Inc 5000 List of Fastest Growing Companies.
- Assist Marketing, Leadership, Sales, and Partnerships departments with design, and development of assets including: landing pages, social graphics, tradeshow booths, ads, PPT decks, Word docs, etc.
- HubSpot Academy Growth-Driven Design Certification + HubSpot Academy CMS Developer Certification.

5 / 2019 – 5 / 2020

UI/UX Designer / Developer — [Healio.com](#), Thorofare, NJ

- Worked as a contract UX Designer within the Creative department, alongside the UX Research team, and re-designed and launched the next version of their medical publishing site/app: Healio.com.
- Designed and prototyped lo-fi / hi-fi interactive layouts in UXPin, and presented solutions to the internal stakeholders.
- Contributed to, managed, and oversaw the design system in UXPin.
- Transferred to a UX development role, and implemented the design system across design and development teams.

9 / 2018 – 1 / 2019

UI/UX Designer / Developer — [United States Liability Insurance Inc.](#), Wayne, Pennsylvania

- Wrote and facilitated UX surveys, interviews with users, employees and internal stakeholders—helping to shape the new application by distributing usable criticism to allow for a better user experience.
 - Provided recommendations for design solutions and aesthetics, resulting in a modern interface, while working on a UX scrum team.
 - Wireframes and prototypes for the first iteration of a new global interface, simplifying dozens of disparate web applications into one portal.
 - Contributed UX design and responsive front-end development work for the CoverSmart website, which directly sells insurance to small business owners.
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5/2017 – 8/2017

UI/UX Designer — [The Vanguard Group, Malvern, Pennsylvania](#)

- Contract as part of the UX Design team, and hybrid between Technology and Marketing, helping to successfully reach several time critical deadlines on web interface projects.
- Assisted in user research, wire-framing, prototyping and front-end web development.

7/2016 – 4/2017

Web Designer / Developer — [Möbius New Media, Wilmington, Delaware](#)

- Led web design and development jobs for several small to mid-sized businesses and non-profits, creating well-executed, thoughtful designs that focus on user experience, including: HS Design, Commonwealth Trust and Casarino, Christman, Shalk, Ransom & Doss, PA.
- Designed and developed custom HTML / CSS / JS themes in WordPress.
- Created data-driven web projects, conducted usability tests, and presented to clients.
- Rapidly prototyped web experiences using sketches, wire-frames and digital / code prototypes.
- Created graphics, photographs, videos and other marketing for social media campaigns.

4/2014 – 7/2016

Graphic Designer / Production Artist — [Barclaycard, Wilmington, Delaware](#)

- Received Barclaycard Annual Marketing Award for role in acquiring JetBlue as a partner. January 2014.
- Created branded designs for partners: Apple, American Airlines, JetBlue, NFL, L.L.Bean (and more) — designed web pages, emails, banners, direct mail, flyers, posters and environmental graphics with the aesthetic of that partner's brand identity.
- Led the re-design and re-branding of the Choice Privileges credit card — acting as lead designer and liaison between the design, brand and legal teams. Performed the final press check, and working with the manufacturer's press-man, ultimately authorized the production of 100,000+ credit cards.

2008 – Present

Freelance Graphic / Web Designer — [Geoff Matheson Studio, Newark, Delaware](#)

- Provided brand identity and website design / development services for numerous mid-sized businesses and agencies. Projects involved research and discovery phases including internal interviews, competition analysis, brainstorming and brand naming. Design process included iterations of icon, typographic and color studies. Final deliverables included: style guides, logos, stationery, signage, ads and websites.
- Clients included: Dana Sound Research, Modern Think Agency, Ultrachem Inc, ITMS Inc., Pearce & Moretto, Woodin + Associates, GTI Millwork, 1st State Elevator, IMS Lawn, Lightwork Photography, Baiada Photography, Rob McIver Photo, HOME Inc., Qnectus, Old Brandywine Village (and more).

12/2006 – 2/2008

Graphic / Package Designer — [Structural Graphics, Essex, Connecticut](#)

- Design and print production for all aspects of package design jobs, including paper engineering, production art, assembly, and press / die checks.

2/2006 – 12/2006

Graphic / Package Designer — [GreenHouse International, Newark, Delaware](#)

1/2005 – 2/2006

Art / Marketing Director — [Oak Knoll Press, New Castle, Delaware](#)

5/2004 – 9/2004

Package Design Intern — [World Wide Dreams LLC, NYC, New York](#)

INTERESTS

- Musical artist with solo instrumental guitar singles on streaming platforms.
 - Guitar instructor of private students in person, and virtually, with a focus on social media content.
 - Lifelong guitarist, lover of music, and musical instruments.
 - Digital photographer.
 - Traveling to other countries to experience and learn about their culture.
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