MATTHEW Birtch

Matthew Birtch
Product Designer, Art Director
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I'm a seasoned designer that's passionate about the entire user experience. High-quality design that achieves it's objective is always my primary focus.

With over 18 years working in various design roles in the industry, I've also developed management and business acumen along the way.

CAREER HISTORY

Mattermost   Remote

Lead, Product Design   *February 2023 – Present*

- Provide design leadership and mentorship to members of the product design team.
- Review design work and led weekly design critiques.
- Interview customers and stakeholders to understand use cases and gather insights.
- Participate in user research studies for product feedback.
- Refine team practices, tools and processes.
- Work alongside other product leaders to establish strategic priorities.
- Visualize and explored visionary concepts for future product investments.
- Lead design system initiatives and component library maintenance.

Senior Product Designer   *2019 – 2022*

- Worked closely with product managers to idenitfy requirements and customer needs.
- Crafted high-fidelity designs and prototypes for new features or improvements.
- Wrote functional UX specifications for feature teams to implement.
- Developed a system of design standards, documentation and component libraries to improve efficiency and drive consistency in the experiences crafted.
- Conducted usability studies and user interviews to capture feedback and insights.
- Collaborated closely with engineers throughout the lifecycle of projects.
- Prototyped animations and interactions using Figma and other animation tools.

Quarry   Waterloo, Ontario

Senior Visual Experience Designer   *2015 – 2019*

- Crafted rich interactive experiences for top companies in B2B tech and financial sectors.
- Provided UX leadership to members of the design and front-end development team.
- Responsible for presenting UX thinking and creative concepts to clients.
- Designed interactions for responsive websites, web apps, emails, tools, and more.
- Created digital products from sketch to high-fidelity prototype to final implementation.
- Collaborated closely with developers throughout the life cycle of projects.
- Prototyped animations and interactions using animation tools as well as HTML/CSS/JS.

Mosaic   Toronto, Ontario

Director, Design & Production   *2012 – 2015*

- Responsible for IA and UX Design of digital projects.
- Led a team of designers and front-end developers in the execution of interactive work.
- Co-led the Creative and Interactive Services department for the company.
- Responsible for presenting creative to clients and managing feedback.
- Managed the development, performance and growth of 12+ employees.
- Reinforced development of best practices and sharing of knowledge.
- Responsible for ownership of internal brands.

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SKILLS + KNOWLEDGE

UX Design

UI Design

User Testing

Interaction Design

Animation

Typography

Page Layout

Graphic Design

Branding

Art Direction

Responsive Web Design

Web Accessibility

Team Leadership/Management

SOFTWARE + LANGUAGES

Figma

Principle

Adobe Creative Cloud

Jira

Confluence

Github

HTML

CSS/SASS/SCSS

CAREER HISTORY (CONTINUED)

Mosaic
Toronto, Ontario

Lead Designer
2008 – 2012

- Worked in many design disciplines with a core focus on digital products.
- Provided art direction for many high-profile clients like Smirnoff, Microsoft and Coke.
- Gave leadership, mentorship and guidance to junior designers.
- Designed and developed Facebook applications, microsites, campaigns and more.
- Worked closely with the developers to integrate interface and technology seamlessly.
- Wrote clean, semantic front-end code and mentored other front-end developers.

Patrick Paradisi
Oakville, Ontario

Web Designer / Front-End Developer
2007 – 2008

- Worked closely with Creative Director to brainstorm design solutions.
- Executed creative vision from design to front-end development.
- Worked alongside developers to integrate the back-end and front-end.
- Used Flash, HTML, Javascript and CSS as the core technologies.

Freelance
Oakville, Ontario

Web Designer / Front-End Developer
2004 – 2007

- Designed and developed corporate websites, microsites, portals, email campaigns, etc.
- Participated in all stages of the process from concept to launch.
- Developed using Flash, HTML, CSS and Javascript.

EDUCATION

Sheridan College
Oakville, Ontario

Post Graduate Diploma, Web Design
2003 – 2004

- Earned the top mark in the class overall including a 100% mark on the final thesis.
- Topics and software learned in the program: Adobe Creative Suite, Flash & Actionscript, Interface Design, User Experience Design and Digital Marketing.

University of Waterloo
Waterloo, Ontario

Bachelor of Fine Arts
1999 – 2003

- Earned a bachelor's degree with honours specializing in graphics and mixed media.
- Notable experience in 3D Modeling and animation as well as traditional fine arts.
- Software learned: Adobe Photoshop, Adobe Illustrator, Maya, Houdini 3D.