

JOANNA MATTHEWS | 415/601.0242 | WWW.CREATEDBYJOANNA.COM

I have over 10 years experience in interactive design with a wide variety of experience — from creating lasting online identities to fixing broken hyperlinks. I love enabling those I work with to be their best by being a mentor and leader thru a positive sense of team. I'm in my element when given a puzzle to put together, be it visually, technically, or strategically. Working with a variety of clients in mostly high-paced, high-profile companies, I've developed a sharp eye for layout relations, design, color & branding components. Technically savvy, I do not shy away from new ideas nor directions. I believe creativity is not limited to artistic expression — it is remaining open to all possibilities of improvement.

EXPERIENCE

SR WEB APPLICATIONS DESIGNER @ NATIONAL INSTRUMENTS, AUSTIN, TX. — 10/2009 to PRESENT

Senior designer on Corporate Design Group Web Applications team. Daily responsibilities include meeting, reviewing, and clearly understanding client's needs; creating detailed wireframe sketches to demonstrate website application interactive states; UI layout and user interaction. Long term projects include being a core steering team member created to redesign the entire post sales online customer experience from start to finish. Also a core steering team member of online navigation team created to restructure website information architecture. Mentoring junior designer through regular guidance, reviews and meetings.

FREELANCE GRAPHIC DESIGN & MANAGEMENT @ CREATEDBYJOANNA.COM, AUSTIN, TX. — ONGOING

Clients include Pandora, Modality Inc., Yoga Tree San Francisco, Netscape, The WB, and Barclays Investment. Available for short term design projects or longer term management and direction projects. Specializing in webdesign, advertisement, and identity building.

CREATIVE DIRECTOR @ SMALL WORLD LABS, AUSTIN, TX. — 4/2008 to 9/2009

Overseeing entire creative direction for online social networking solution. Collaborating with clients such as the American Heart Association, Complex Magazine, the San Diego Union-Tribune, the American Cancer Society and The Dallas Morning News to ensure overall creative, UI, and visual direction is executed effectively. Managing multiple freelancers and designers. Working with web developers to ensure design standards are implemented correctly thru html and css. Shaped and developed company design process.

APPLE INC., CUPERTINO, CA. — 08/2001 to 04/2007

SENIOR DESIGN MANAGER @ APPLE — 02/2006 to 04/2007

Directing the overall visual and UI design of www.apple.com/education. Daily coordination of both external and internal designers, engineers, Apple corporate and marketing managers juggling numerous projects to create websites to tie in with Apple's high level of design and branding marketing strategies. Directly in charge of internal design and HTML/CSS production team.

ART DIRECTOR @ APPLE — 03/2003 to 01/2006

Effectively executed education website visual and organizational redesign. Designed comps and mock ups for various marketing websites, tiles, and banners. Organized and directed photography shoots. Extensive HTML & CSS coding, animation, and file management. Developed intelligent user-interfaces for PHP based applications. Brochure & flyer creation.

WEB DESIGNER @ APPLE — 08/2001 to 02/2003

Coding, designing, and managing company intranet site; HTML & CSS production and design of webpages.

WEB INTERFACE DEVELOPER @ PETS.COM, SAN FRANCISCO, CA. 10/1999 to 11/2000

Worked closely with internal clients, producers, engineers and designers in a fast-paced start-up environment to create and produce design comps to fulfill editorial and marketing needs. This included slicing, optimizing, and creating graphics; creating Photoshop design comps, hand-coding HTML, JavaScript and Perl, and working team members in order to achieve the best possible results.

PROGRAMMER AND WEBMASTER @ FORD MOTOR CO. — DEARBORN, MI. 04/1998 to 09/1999

Assisted engineers in simplifying the database query process by web-enabling the mainframe system. Used IBM Net.Data on OS/390 to perform SQL queries from the web to an IBM DB2 database. Develop, test, and maintain dynamic Intranet applications using Net.Data web macros. Create and maintain user security through RACFID system. Creating on-line tutorial to help engineers input concern notices.

COMMUNICATIONS SPECIALIST @ DTE ENERGY — DETROIT, MI. 09/1996 to 04/1998

Design, develop, implement and maintain websites. Develop various department web pages including engineering drawing database, daily news information, and company information for corporate Intranet. Graphic work incorporated to websites and company magazine. Use of branding to create uniformity and design standards in web pages. Member of corporate branding redesign team. Writing and print work for internal magazine, DTE Monthly.

EDUCATION

BA ENGLISH/DESIGN @ WAYNE STATE UNIVERSITY — 1993 to 1996

JAVA DEVELOPMENT PROGRAM @ UNIVERSITY OF MICHIGAN — 1999

VOLUNTEER WORK

MENTOR IN NI'S "MENTORING YOUNG MINDS" PROGRAM @ NI, AUSTIN TX. 2010 — PRESENT

Volunteer in the FIRST LEGO League (FLL) after-school mentor program to work with 8- to 14-year-old students. The program encourages children to interact with technology thru LEGOs and National Instruments' software.

STEERING COMMITTEE LEADER @ APPLE COMPUTER INC., CUPERTINO, CA. — 2004 to APRIL 2007

One of the team leaders for the grass-roots initiative Apple Web Publishers created to facilitate cross-organizational discussions related to common web-related issues throughout the Apple community.

TEAM MEMBER @ GLOBAL VOLUNTEERS, MONTEVERDE, COSTA RICA — APRIL 2007

Part of 14 member team in Monteverde Costa Rica working with local school. Global Volunteers is dedicated to supporting on-going, sustained enhancements to local people's quality of life, with an emphasis on serving vulnerable and at-risk children worldwide.

DELIVERY ASSISTANT AND VISITOR @ MEALS ON WHEELS, SAN FRANCISCO, CA. — 2000 to 2003

Meal delivery assistant and senior visitor.

WEBSITES

www.createdbyjoanna.com

www.linkedin.com/in/createdbyjoanna

References gladly provided on request.