



QUALIFICATIONS

Senior UX/UI Designer with 22 years of creating rich and award winning interactive experiences across multiple platforms and devices. Excels at creative concept strategy, development and inspiring creative teams. Creative work rewarded with multiple awards, including a Webby Award, and helped bring ESPN Fantasy Sports to the number one Fantasy platform in the world.



RELEVANT EXPERIENCE

NUMBERFIRE (acquired by FanDuel)

Senior UX/UI Designer Jan 2017 - Dec 2018

Responsible for defining the look, feel, layout and interaction details of digital products for NumberFire and their partner brands.

SPORTS ILLUSTRATED

Senior UX/UI Designer Aug 2015 - Jan 2017

Senior Visual and Experience designer for both Mobile and web applications at Sports Illustrated, Golf.com and SiKids.com.

CONTINUITY

VP Creative Design Nov 2014 - June 2015

As VP of Creative Design, oversee all creative efforts for the organization. I established and created the look and feel and style guide for this young Tech startup. Day to day responsibilities combine both online and offline brand direction as well as strategy within our products and company direction. This includes Application UX/UI, marketing materials and overall creative production throughout the company.

ESPN.COM FANTASY SPORTS

Creative Lead Dec 2005 - May 2014

Head of Creative for ESPN Fantasy Sports for over 8.5 years. In my long tenure here ESPN went from a distant third to the number one Fantasy product in the world and accounted for over 35% of all traffic to ESPN.com. I was responsible for the design product in all mediums including mobile, web, print and more. I led the UX/UI on the highest rated and producing mobile apps in the all of ESPN and we won multiple awards in our category.

CASUALCORNERGROUP.COM

Creative Director Jan 2003 – Dec 2005

Directed and implemented the creative strategies and look and feel for some of the top e-commerce brands in the world. Also mentored and oversaw junior level creative as well.

FRY MULTIMEDIA

Senior Art Director July 2000 - May 2002

Oversaw and led all company branding including Advertising, Promotion, Direct Mail, Interactive extensions, Site Design, Sales materials, media kits and Trade Show kiosks and materials.

CYBERRETAIL.COM

Co-founder/Creative Director Jan 1999 - May 2000

EAST WEST CREATIVE

Art Director July 1998 - Feb 1999

YOE STUDIO

Senior Designer April 1998 - October 1998



SKILL/PROGRAMS

Design Strategy, Branding, UX + UI Design, Wire framing, Prototyping, Logo Design, Typography, Client Management, Mentorship, Mobile First Design, iPhone, iPad, Android Product Design, Usability Testing, Technical Implementation Knowledge, Photo Shoot Direction



EDUCATION

FASHION INSTITUTE OF TECHNOLOGY

Associate in Applied Science degree, June 1996; Advertising Design Major; June 1995; Illustration Major
Student Body President, Board of Trustee Member



AWARDS/ACHIEVEMENTS

2013 Webby Award Winner for Best Game (Tablet & All Other Devices) – ESPN Fantasy Football iPad App • Board of Directors; United For The Troops • 2012 Three logos published in the first ever LogoPond.com “LogoPond V1” design book • 2011 John F. Kennedy Catholic High School Hall of Fame Inductee for his contributions in the areas of Branding and Web Strategy • Named as a judge for the 2009 LogoPond Awards. Named as a judge for the 2010 Annual Design Awards contest. • Fall 2004 Logos published in “Logos: Making a Strong Mark” • ‘03 & ‘02 Web Awards Standard of Excellence for Waterford.com • 2003 Web Awards Standard of Excellence for Ragú • 2002 Web Awards Outstanding Web Sites for Ragú • 2001 Web Marketing Association’s Standard of Excellence Award for Waterworks.com • 1998 National Corporate Identity of America Award for Zamboni logo



walkdesign



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MatthewWalkerProfile



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