



MATTHEW COGSWELL

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SUMMARY

As a UX/UI designer, I specialize in crafting delightful user experiences and intuitive interfaces for desktop, mobile web, iOS, Android apps, digital streaming, AR, wearables, and AI-driven products. My portfolio includes projects for Taco Bell, Pet Smart, Warner Music, and NBC.

I excel in competitive audits, user flows, wireframing, UI design, prototyping, & user testing and specialize in e-commerce experiences.

EXPERTISE

CORE SKILLS

- UX Design
- UI Design
- Usability Design
- Interaction Design
- Wireframing
- Information Architecture
- User Testing & A/B Testing
- Prototyping

SOFT SKILLS

- Collaboration
- Communication
- Organization
- Problem-Solving
- Critical Thinking
- Innovation
- Team Leadership
- Facilitation

TOOLS

- Figma
- Adobe Creative Suite
- Google Office Suite
- Apple Office Suite
- Principal
- Webflow
- Rive
- Chat GPT / Gemini / Claude

EXPERIENCE

Deutsch

SR. UX/UI DESIGNER // 2022 - CURRENT

Lead UX/UI initiatives on projects for clients including Taco Bell, Walmart, PetSmart & Dr Pepper.

- Total Transactions: **Up 148%**
- Cart Abandonment: **Down 15%**
- Average Order Value: **Up 75%**
- Engagement: **Up 7%**

*Taco Bell

Independent Contracting

UX/UI CONSULTING // 2018 - 2022

Freelance consulting for clients like Taco-Bell, Thermador, Omnicom, and CAA.

modop

SR. ART DIRECTOR - UX/UI // 2015 - 2018

Lead international UX/UI teams on projects for clients including NBC/Universal, Nike, Preferred Hotel Group, and more. Worked on projects for responsive web, mobile web, native app, Apple TV, Xbox, Playstation, & Chromecast.

- Average Order Value: **Up 10%**
- Mobile Engagement: **Up 83%**
- Traffic: **Up 33%**
- Cart Abandonment: **Down 25%**

*Preferred Hotel Group

EXPERIENCE

Luxury Link

CREATIVE DIRECTOR, UX/UI // 2013 - 2015

Lead design and marketing efforts for the leader in luxury travel. Worked with the founder and CEO to reposition the brand, and streamline business workflow.

- *Mobile Usability: Up 83%*
- *Traffic: Up 33%*
- *Average Order Value: Up 10%*
- *Cart Abandonment: Down 25%*

Independent Contracting

ART DIRECTION // 2011 - 2013

Freelance Design Consultation for clients including the Golden Globe Awards, The Academy of Motion Picture Arts & Sciences, and Princess Cruises.

Warner Music Group - Rhino

CREATIVE DIRECTOR - D2C // 2008 - 2011

Lead rebrand and D2C UX/UI for Warner Music Group's legendary catalogue label. Enabled single track, multi-codec downloads. Conceived & co-created consumer products, organized & directed photoshoots & managed creative team.

- *Conversion Rate: Up 700%*
- *Go-To-Market Efficiency: Up 300%*
- *Average Order Value: Up 150%*
- *Customer Service Inquiries: Down 20%*
- *Revenue: Up 300%*
- *Net Margin: Up 200%*
- *Acquisition: Up 500%*
- *Cart Abandonment: Down 40%*

AWARDS

Deutsch Beethoven Award Winner
Web Marketing Association, W3 Awards, Pixel Awards - Peoples' Choice

EDUCATION

Art Center College of Design, Pasadena

BACHELOR OF FINE ARTS

- Graduated with Distinction (summa cum laude)
- 70% Scholarship upon entry
- Final project acquired by the Metropolitan Museum of Art, NY, Huntington Library, UCLA/Hammer Museum & National Gallery, DC for permanent collection