



# MATTHEW COGSWELL

www.matthewcogswell.com // www.linkedin.com/in/matthewcogswell // MLC2475@gmail.com

## SUMMARY

Award-winning, senior UX/UI designer with 15 years of experience specializing in native iOS and Android platforms, crafting user-centric experiences enriched by interaction and motion design. Skilled in end-to-end prototyping with Figma and Principal, informed by AI-driven product work. Portfolio includes high-impact projects for leading brands like in spaces ranging from e-commerce to fintech.

I have native-first design skills featuring emerging AI and UX patterns and a background in animation.

## EXPERTISE

### CORE SKILLS

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

### 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 (\*HTML 5 / CSS3)
- Chat GPT / Gemini / Claude and other AI tools

## EXPERIENCE

### Deutsch

#### SR. UX/UI DESIGNER // 2021 - CURRENT

- Lead mobile-first, UX/UI initiatives on projects for clients including Taco Bell, Walmart & PetSmart.
- Built prototypes using Figma, Principal and Rive for internal projects and clients like PetSmart.
- Built projects in Webflow, demonstrating a working knowledge of CSS and JavaScript via vibe coding.

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

\*Taco Bell

### Independent Contracting

#### UX/UI CONSULTING // 2018 - 2021

- Freelance consulting for clients like Taco-Bell, Thermador, Omnicom, and CAA.
- Designed an Augmented Reality experience for Redbreast Whisky.

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#### 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

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- 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

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- 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

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- 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

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- 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