

Matt Gillespie

For a decade I've designed, marketed, and developed digital products and campaigns for companies in various industries and stages of growth, focusing on creating simple and effective experiences.

Interaction Designer

As a senior-level interaction designer, I introduced a new visual language to IBM Cloud's website by redesigning ibm.com/cloud and other core marketing pages. To accomplish this, I lead a rapid prototyping team to design, then thoroughly test, these highly interactive pages and content-driven experiences before, during, and after development. I also run a guild that works to cultivate a unified design approach across IBM Cloud.

Front-End Designer

I jumped at the chance to join the remote team at Compose to grow my skillset by designing responsive web pages directly in code. Transitioning to remote employment required learning and working independently, while accelerating the rapid growth of this blossoming startup by implementing a full redesign of the brand and web presence.

Visual Designer

I worked with the marketing design team to create a refreshed brand experience for the TurboTax digital marketing presence. Focusing on responsive web design of paid advertising campaign pages, we increased account signups by nearly 7% over the previous year.

Product Experience Designer

As the lone product and marketing designer on a team of developers, I was solely responsible for designing, building, and testing a web application for homeowners to estimate and plan residential solar panel installation. The first-of-its-kind web application helped secure an additional round of investor funding for the company.

Associate Interactive Designer

Immediately following university, I joined a fledgling digital agency. There, my responsibilities included storyboarding advertising campaigns, designing print materials, and eventually focusing on website design, strategy and copywriting for brands like Chiquita, Verizon, HTC, Lennox Tools, Mizuno, and Duke University Medicine.

Bachelor of Fine Arts

Virginia Tech 2010
Visual Communication Design

Tools

Adobe Suite, Affinity, InVision, Sketch, UXpin, HTML, SASS, JS

Since 2017

IBM Cloud *Remote*

Interaction Design, Responsive Web Design, Prototyping, Front-End Development, Art Direction

2015 - 2017

Compose *Remote*

Front-End Development, Responsive Web Design, Rich Media Design, Apparel Design

2015

Intuit *San Diego, CA*

User Research and Interviews, Web Design, Multivariate Testing

2013 - 2015

OneRoof Energy *San Diego, CA*

Product Strategy & Design, User Research, UX Design, Front-End Development

2009 - 2013

Modea *Blacksburg, VA*

Storyboarding, Responsive Web Design, Copywriting, Brand Identity, Agile/Scrum Methodology

Contact me

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