

mdr

Matthew D. Rogers

Product & Interaction Designer

I LOVE TO DESIGN THINGS THAT MATTER

I'm a restless maker raised in the woods of Thoreauvian Massachusetts, driven by curiosity and a deep empathy for people and the world around me.

I love language, open access to information, and subversive educational dystopias. At work, I drive enduring value in ideas from concept to release. I define user flows, content strategy, as well as interaction/visual standards.

My goal is to ship pragmatic, elegant experiences that are inclusive and honest.

CONTACT

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SKILLS

Understanding how design works - and showing others the importance of well thought out, beautiful design.

Skills include creating hi/lo-fidelity wireframes, prototypes, video/animation, UX and UI design, responsive design, project management, user research and testing, front/back end programming, UX evangelism and mentorship.

DESIGN TOOLS

Adobe Creative Cloud (all applications), Sketch, Omnigraffle, InVision, MixPanel, GitHub, HTML/CSS/JavaScript, Python, NLTK, Bootstrap, Asset Management Systems, JIRA

EXPERIENCE

YODLE, INC.

SENIOR INTERACTION DESIGNER DEC 2012 - PRESENT

Lead initiatives focusing on product design and research. Responsible defining and maintaining tools and processes that mentor the Yodle UX team to be more creative, inspired, and efficient.

DAYMON WORLDWIDE HQ

MARKETING EXPERIENCE DESIGNER FEB 2012 - DEC 2012

Responsible for developing/maintaining new and existing processes, strategies, and objectives that enable marketing and design automation.

DAYMON WORLDWIDE: WEGMANS

UX DESIGNER JUN 2010 - FEB 2012

Consult Daymon/Wegmans private brand marketing department with special projects focused on information architecture, shopper experience, and exhibition design.

OPEN PUBLISHING LAB

INFORMATION ARCHITECT MAY 2008 - MAY 2011

The Open Publishing Lab at the Rochester Institute of Technology is a cross disciplinary center researching new methods of content creation and developing innovative, enterprise-level open source applications for publishing across various media.

ROCHESTER MUSEUM AND SCIENCE CENTER

DIGITAL PUBLISHING CONSULTANT SEP 2009 - FEB 2010

Designed and implemented RMSC's first social online marketing campaign with a team of four others. This project provided RMSC with a meaningful presence within the Facebook and Twitter networks, along with documentation instructing staff how to use each service most effectively.

EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY

MEDIA ARTS AND TECHNOLOGY BS JUL 2009 - SEP 2009

Media Arts and Technology is a unique major that reflects the convergence of technologies and culture that allow content to be created, formatted, stored, and then shared via computer-based publications, printed material, online services, and various forms of interactive media. Students build skills in traditional publishing, experience/visual design, database management, programming, and production workflows.

PORTFOLIO

Example case studies can be found at matthewdrogers.com