Matt Roxo

Phone: 917.833.4959
Email: hello@mattroxo.com

Jun 2019 - Feb 2024
Thermo Fisher Scientific
Lead UX Designer   San Diego, CA
• Collaborated with teams to develop intuitive user experiences for e-commerce and scientific applications.
• Conducted user research, usability testing, and heuristic evaluations to make informed design decisions and ensure products meet user needs and industry standards.
• Translated user insights into wireframes, prototypes, and high-fidelity designs using tools such as Figma.
• Led the Mentorship Program for the UX Team, conducting weekly meetups to mentor junior level designers.
• Contributed to the ongoing evolution of Komodo the Thermo Fisher Scientific design system.
• Designed and patented an interactive amino acid sequence guide in collaboration with business leaders.
• Key projects include Thermofisher.com (Antibodies, CRISPR gRNA, ELISA Builder, Transfection Selection Tool, 3D Product Tours) and the Ardia platform (Data Viewer for Chromatography & Mass Spectrometry).

Mar 2018 - Dec 2018
Turtle Beach
Senior UX Designer   Rancho Bernardo, CA
• Partnered with the industry leader in gaming headsets to create engaging and user-friendly experiences.
• Assisted the Director of Global Marketing in executing all online campaigns and product launches.
• Collaborated with e-commerce team to implement strategies that drive traffic and increase sales
• Designed product, affiliate, partnership, and esports pages on the Shopify Plus platform.
• Developed, optimized, and tested pages through GemPages a drag-and-drop page builder.
• Led the design, development, and execution of global campaigns for Black Friday & Cyber Monday.
• Contributed to a 107% increase in annual revenue, totaling $270 million through extensive online efforts.

Aug 2015 - Jan 2018
Road Runner Sports
Senior UX Designer   San Diego, CA
• Led a talented team of designers and developers to create user-friendly experiences for running enthusiasts.
• Designed wireframes, prototypes, and high-fidelity mockups across desktop and mobile platforms.
• Collaborated with cross-functional teams, including product managers, developers, and marketers, to align design goals with business objectives.
• Conducted A/B testing on landing pages and marketing campaigns to increase website conversion rates.
• Managed and led the redesign of the corporate e-commerce website, enhancing the overall user experience and boosting online sales.
• Spearheaded the development of a personalized shoe recommendation tool, improving customer engagement and driving sales.
• Trained and mentored junior UX designers, fostering a collaborative and innovative team environment.

Mar 2013 - Aug 2015
Welk Resort Group
UX Designer   San Marcos, CA
• Designed and developed responsive web pages that enhance user experience and drive engagement.
• Created and scheduled effective email marketing campaigns to promote Welk Resorts' offerings.
• Designed tablet and mobile applications to support timeshare scheduling and promote resort destinations.
• Managed corporate website updates and content changes, ensuring accuracy and relevance.
• Maintained consistency in branding across all digital marketing initiatives, adhering to brand guidelines.
• Collaborated with leaders to align digital marketing strategies with business objectives.
• Worked closely with marketing, IT, and other departments to ensure cohesive digital marketing efforts.

Jan 2012 - Oct 2012
Haven Agency   Rancho Cucamonga, CA
Director of Client Partnerships
• Led business development efforts at a digital agency known for creating interactive websites, mobile applications, and online marketing campaigns.
• Presented full service offerings and capabilities to executive directors and digital marketing teams.
• Developed new leads and opportunities through LinkedIn, industry tradeshows, and networking events.
• Fostered and maintained relationships with high-profile clients, including Ubisoft and Electronic Arts.
• Produced detailed and well-crafted client proposals and responses to RFPs.
• Assisted in negotiating contracts, non-disclosure agreements, payment terms, and statements of works.
• Outlined all project-related documentation including project schedules, timelines, functional specifications, and information architecture.
• Ensured all projects were completed on time, within budget, and met the highest quality standards.

Nov 2008 - Mar 2010
Famous Stars & Straps   Ontario, CA
Web Designer
• Designed web graphics, microsites, social media assets, and print catalogs.
• Managed online stores including famoussas.com, thewildones.com and thefastlife.com.
• Color corrected and prepared products for online release.
• Updated pricing, inventory levels, and product drop dates using Microsoft Dynamics.
• Launched seasonal site updates to promote key products and marketing campaigns.
• Monitored and analyzed website and campaign performance using analytics tools.

SKILLS

• User Research
• Interaction Design
• Visual Design
• Information Architecture
• Wireframing
• Prototyping
• Usability Testing
• Collaboration
• Communication
• Problem Solving
• Empathy & User Advocacy

TOOLS

• Figma
• Sketch
• Adobe Creative Suite
• Abstract
• JIRA
• Azure DevOps
• Asana

Programming Languages
• HTML 5, CSS3, Javascript, Python, Java, PHP, Swift, Remix

CERTIFICATION

• LUMA Institute: Certified Practitioner of Human Centered Design

PATENTS

• Interactive Amino Acid Sequence Guide
US 2023/0326546 A1

HONORS

• Boy Scouts of America Eagle Scout Award
• 2014 Welk Resort's President Club's Award
• GD USA American Inhouse Design Award 2008

EDUCATION

Sept 2002 - Dec 2006
State University of New York at Oswego
Bachelor of Arts in Graphic Design
Minor in Business Administration

REFERENCES

Available upon request.