

# MATTHEW STROH

UX, Web Designer and Developer from Portland, OR

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## AT A GLANCE

**I make the Web look good and work well.**

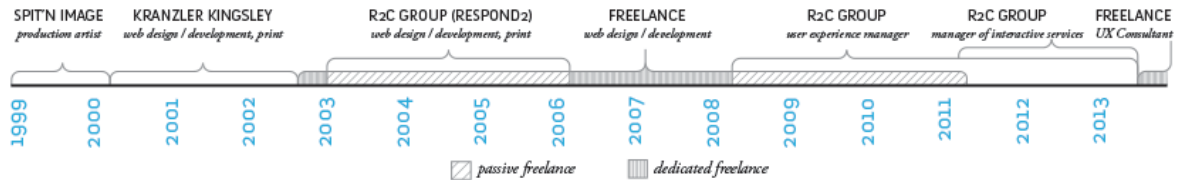
I'm prepped with 14 years in advertising with a primary focus in UX, Web design and development with roots in accountable data. I have a keen eye for interaction design with a foundation built on standards-compliant Web code. I just love making effective, accountable Web experiences.

## TECHNICS

**Apps, Languages and Technical Skills.**

Adobe Illustrator (UX / Design)	JavaScript, jQuery	PHP (Front-end Logic)
Adobe Photoshop (Design)	HTML(5), CSS(3)	JSP (Front-end Logic)
Responsive Design	Twitter Bootstrap v2.3.2	ASP (Front-end Logic)
Mobile Design and Development	Git/Github, SVN	Excel, Word and PowerPoint

## TIMELINE



## WORK HISTORY

### Interactive UX and Creative Direction Consultant

October 2013-Present | Portland, OR

I am a member of a four person, independent, web consultation team currently on a contract to work for a non-disclosed nutraceutical company. Tasks include:

- Requirements gathering, research, heuristics evaluation, reverse engineering, data analysis
- Sketchboarding, Wireframing, Prototyping (HTML / CSS / jQuery)
- Responsive Web Design

### Manager of Interactive Services & User Experience | R2C Group

June 2008-September 2013 | Portland, OR

I shifted gears into to that of strategist and manager. Notable clients include Estée Lauder, Tripwire, Johnny Carson and Kimberly-Clark.

- Converted an in-house team into a vendor model, reducing overhead by 66%
- Devised ROI-driven go-to-market strategies for e-commerce and lead generation sites
- Streamlined procedures by implementing process checklists and guidelines
- Developed content and apps in HTML5, CSS3, Bootstrap, JSP, PHP desktop and mobile

### Web Designer, Developer & Production Artist | R2C Group (Respond2)

October 2002-November 2011 | Portland, OR

Jack-of-all-trades Web technician and artist for Vonage, Sonny & Cher, Invisalign and Bill Cosby.

- Web design and development JSP, PHP, HTML, CSS, JavaScript and Flash AS2 for online display ads
- Pre-press and production art for DVD packaging, direct mail and pitch materials
- Custom e-commerce applications and lead-generation form development

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## WORK HISTORY

*Continued*

### **Freelance | Web Designer & Developer**

*October 2002-December 2011 | Portland, OR*

I ran my own one-man shop since 2002 but focused solely on it from June '06 to October '08.

- Managed all aspects of the business from acquisition to billing and retention
- Clients of all sizes from adidas and Logitech to real estate companies and boutique shops

### **Web Designer, Developer & Production Artist | Kranzler Kingsley, LTD.,**

*April 2000-October 2002 | Bismarck, ND*

I cut my teeth on Web design and development back in the days of table-based layouts, Dreamweaver and inline styles. We've come a long way since then!

### **Production Artist | Spit'n Image**

*April 1999-April 2000 | Bismarck, ND*

I handled large-format printing, lamination, drum scanning and layered CMYK film press matches for high-end magazines and other printed materials.

## EXTRAS

### **FunctionThenForm.com, Blogger**

*May 2011-Present | Portland, OR*

Named after my professional mantra, *Function then Form* is a place where I catalog my observations, findings and reports on the topics of Web design, development and user experience. Just another WordPress blog, but it sure is pretty.

### **Pearl District Toastmasters, President, Member**

*September 2009-June 2011 | Portland, OR*

Sure, it may sound corny, but joining and eventually running this club has done wonders for my ability to present work, run a meeting and speak off-the-cuff while in a professional setting.

## EDUCATION

### **AAS in Graphic Design**

Bismarck State College, Bismarck, ND

*May 2000 | Bismarck, ND*

### **Bismarck State College Internship Program**

Spit'n Image, Inc. via Bismarck State College

*1999 | Bismarck, ND*

### **Velva Public High School**

*1994-1998 | Velva, ND*

## REFERENCES

Available upon request.