
MATTHEW JOHNSON

FOUNDING PRODUCT DESIGNER

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SUMMARY

Product Designer with 10 years of experience building consumer and B2B SaaS products. Co-founded Zory with Matt Hall (Crossy Road creator, 300M+ downloads, Apple Design Award winner), achieving 4.8-star app rating and 32-minute average sessions—14% above category leaders. Specialized in design systems, user research, cross-functional collaboration, and product strategy. Built functional prototypes to validate design decisions and accelerate product development.

EXPERIENCE

Product Designer & Builder

Bookish Boutique | Remote | Jan 2025 - Apr 2025

- Designed B2B SaaS platform for authors, validating multi-sided marketplace dynamics through rapid prototyping
- Created responsive design system with 200+ reusable components including drag-and-drop page builder
- Developed information architecture spanning vendor dashboards, analytics, and payment processing flows
- Implemented complex UI animations using Framer Motion to validate micro-interactions
- Applied user-centered design process to reduce friction and improve task completion rates

Co-Founder & Founding Designer

Zory App, Inc. | Remote | Aug 2020 - Aug 2025

Co-founded with Matt Hall and Clara Reeves (CEO, Hipster Whale)

- Led design for interactive fiction platform from concept to 14,000+ downloads
- Achieved 32-minute average sessions (14% above Wattpad) through behavioral design and micro-interactions
- Drove 37% WAU/MAU retention and 4.16% iOS conversion rate (30% above category average)
- Applied systematic design frameworks: Material Design principles, WCAG accessibility standards, and behavioral psychology for choice architecture
- Built scalable design system with 100+ components across 50+ screens for iOS and Android
- Designed authoring tools that enabled 50+ writers to create branching narratives without technical knowledge
- Partnered cross-functionally with legal (interactive fiction licensing), marketing agencies (growth strategy), and App Store representatives (launch optimization)
- Conducted user research at industry conferences, gathering insights from authors and readers
- Provided direct customer support and onboarding for content creators using platform tools
- Partnered with Matt Hall (300M+ users) on designing for scale, accessibility, privacy, and platform compliance

- Collaborated with engineering on custom animations and interactions using Rive
- Established user research practice and analytics framework to guide product decisions
- Conducted iterative testing with production data to optimize conversion funnels and user onboarding

Freelance Product & Web Designer

Self-Employed | Remote | 2018 - 2020

- Delivered end-to-end design solutions for diverse clients including B2B and e-commerce businesses
- Redesigned brand identity and built responsive website for Statewide Materials using Webflow
- Created custom landing pages and marketing materials for commercial real estate properties
- Designed and developed B2C e-commerce platform with drop-shipping integration on WordPress
- Managed multiple client projects simultaneously while maintaining design quality and deadlines

Co-Founder & Product Designer

Dapfo, LLC | Nashville, TN | 2016 - 2018

- Designed B2B2C platform for professional photographers from concept to launch
- Conducted user research with 50+ photographers to identify market needs and validate solutions
- Created cohesive experience across mobile apps and web admin portal
- Defined information architecture and user flows for complex multi-stakeholder platform

SKILLS

Strategy & Leadership: Product-Market Fit & Growth Strategy • Product-Led Growth • Vision Setting & Storytelling • Stakeholder Management • Cross-Functional Leadership • Roadmap Planning • Agile & Scrum Methodologies • Team Mentorship & Onboarding

Design & Research: User Research & Usability Testing • Customer Journey Mapping • Service Blueprints • Information Architecture • Design Systems (Tokens, Variables, Components) • Interaction Design & Prototyping • Behavioral Science Principles • Accessibility (WCAG) & GDPR Compliance • Micro-interactions • Motion Design • DesignOps

Tools & Technologies: Figma • Adobe Creative Suite • React • Next.js • Tailwind CSS • Framer Motion • Rive • Lottie • HTML/CSS • Webflow • Google Analytics • ChatGPT & AI Tools • Jira • Slack • GitHub

Implementation & Analytics: AI-Powered Development (Claude, v0) • Platform Integrations (Stripe, AWS) • API Integration & Testing • Metrics & Analytics Interpretation • Responsive & Adaptive Design • Functional Prototyping • Remote-First Workflows • Async Communication • Direct Engineer Pairing

EDUCATION

Bachelor of Science, Sociology | Belmont University | 2009-2013

Minor: Music Business

KEY ACHIEVEMENTS

- 32-minute average sessions at Zory (14% above category leader Wattpad)
- 4.16% iOS conversion rate (30% above entertainment category average)
- 3.6 sessions per week (gaming-like retention with reading depth)
- 61% direct traffic indicating strong word-of-mouth growth