

Matthew Johnson

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(615) 821-4128

Product Designer with 10 years' experience creating scalable design systems and user-centered SaaS products. Co-founded a storytelling platform with the creator of *Crossy Road* (300M+ downloads), achieving a 4.8 rating and 32-minute average sessions—14% above category leaders. Combines design craft with systems thinking to improve efficiency, accessibility, and growth.

Skills

Design Systems Architecture
UX Strategy
Interaction Design
Prototyping
User Research
Behavioral Design
Accessibility (WCAG)
Figma
Webflow/Framer/Wordpress
Cross-Functional Collaboration

Education

Belmont University – B.S.
Sociology, Minor in Music
Business

Experience

Bookish Boutique / Product Designer / 2025

Designed a multi-sided marketplace platform for authors. Designed and implemented a 200-component responsive design system using AI-assisted build tools. Prototyped motion and interaction patterns to validate usability and streamline payment and analytics flows.

Zory App, Inc. / Co-Founder & Design Lead / 2020 – 2025

Led design for an interactive-fiction platform from concept to launch (14K+ downloads). Built a 100-component cross-platform design system and achieved 32-minute average sessions (14% above category leader) and 4.16% iOS conversion (30% above category).

Directed user research, accessibility, and behavioral-design initiatives in collaboration with engineering, legal, and marketing partners.

Consultant / Product & Web Designer / 2016 – 2020

Delivered end-to-end product and web design for B2B and e-commerce clients. Created responsive experiences on multiple no-code platforms and optimized UX for clarity and performance across platforms.