

Matthew Farmer

Digital Product Designer

mattjfarmer.com

matthf2@uw.edu

650-946-8044

Education

Sept 2014 – June 2019

University of Washington, Seattle

Bachelor of Design in Visual Communication Design

Bachelor of Science in Informatics: Human Computer Interaction

Completed Coursework:

Mobile Application Design, Advance Typography, Color & Composition, User Experience and Information Architecture, Motion Design, Data Structures and Algorithms, Client-Side Web Development

Experience

June 2017 – Present

Pixel Husky — Creative Director

Led the rebranding for the largest on-campus design organization by presenting comprehensive branding guidelines and producing all marketing material. Organized workshops, speaker talks, and talked with local sponsors as part of four a person student-lead team.

Sept 2017 – Present

INFO 365: Mobile App Design — Teacher's Assistant

Working alongside Brian Fling, Creative Director at Pinch/Zoom, guiding students through the process of designing their own original mobile operating system from scratch.

Jan 2017 – Mar 2017

Virta Labs — Interaction Designer

Worked with local Seattle startup to build a data visualization demo showcasing devices on a network for Virta Lab's Blueflow technology.

Sept 2016 – June 2017

I See Food — Dining Staff

Provided excellent dining experience to customers at a local Cajun Fusion restaurant in Seattle. Designed coupons and other promotional materials as well.

Jun 2016 – Aug 2016

Uberlytics — Interaction Designer

Collaborated with developers to create a web application that tracks and predicts Uber surge prices. Designed entire website as well as all other creative assets.

April 2015 – June 2016

Lavin Entrepreneurship — Executive Team

Produced marketing materials for Foster's Lavin Entrepreneurship Program. Directed social events and conducted user focus studies to improve the program's community.

Skills

UI/UX Design

Interaction Design

Branding + Identity

WireFraming

Rapid Prototyping

Information Architecture

Java

HTML/CSS

JavaScript

ReactJS

AJAX

Public Speaking

Tools

Sketch

Illustrator

InDesign

Photoshop

InVision

After Effects