MATTHEW DRAZIN

drazin@gmail.com | 845-893-8488 | www.draz.in

Experience

Associate Director, User Experience Strategy & Design

Jul 2016 - Present

isobar New York

- Manage day-to-day operations of a UX team of 3 and a Visual Design team of 4 establishing strategic thought leadership and design direction as we designed the future banking portal for the largest private bank, Brown Brothers Harriman.
- Conceived a framework and managed a multi-threaded site redesign for Sotheby's the leading broker of fine art, jewlery and collectables, capped by high net worth user testing in multiple countries.
- Developed and deployed a new methodology and process for delivering, reviewing and approving wireframes, visual designs and annotations currently rolling out to various projects.

Experience Design Lead

Jan 2012 - Jul 2016

isobar New York

- Oversaw a team of designers providing day-to-day design direction establishing strategic thought leadership as we envisioned a next generation administration platform for the largest hedge fund administrator in the world.
- Provided UX leadership on new business pitches and internal initiatives including methodology development. • Developed high fidelity wireframes, prototypes, archetypes, personas, strategic product road maps, maturity
- models, scope maps, and capabilities matrixes which exemplifies the Experience Design vision. • Clients include Citco Fund Services, Bloomberg, Herff Jones, NBC Sports, Bessemer Trust and Liberty Global.

Senior Exprience Designer

Mar 2010 - Jan 2012

isobar New York

- Workshopped, ideated, synthesized, organized, wireframed and documented and presented key user experiences and concepts for clients from various industries.
- Interacted directly with clients in key leadership roles to exhibit business, audience and design expertise.
- Clients include Time Warner Cable Media Sales, Standard & Poors, Adobe and Bloomberg Wealth.

Mar 2010 - Present **Creative Director**



- Launched a startup Dog Spa & Grooming Product company with a partner
- Designed and deployed the web experince for shopping, both front and back end • Designed marketing materials and advertising campaigns for both print and online
- Developed branding, iconography and product packaging and labels
- Does ~\$400-700,000 revenue annually

User Interface Designer

Jan 2009 - Jan 2010

Aol. New York

- Facilitated and organized user brainstorming sessions to generate ideas and determine the needs of existing
- users. • Conceptualized and detailed new product interfaces, interactions, features and functionality.
- Developed and designed, wireframes, work flows and usecase diagrams to deliver clear objectives to developers.
- Conducted and lead user research utilizing eye tracking and gesture recording, translating findings into design decisions.

Interaction Designer Oct 2004 - Dec 2008

R/GA

- Part of the S.C. Johnson account working on multi-channel projects including site redesigns, e-mails and
- Designed high traffic brand site and experiences for the SCJ's biggest products including Glade, Oust and Windex
- Redesigned the Clean Home Journal user experience from the ground up and successfully re-launched a rebranded version, which has now over ten million subscribers.

Select Clients

campaigns.





Bloomberg

CITCO

New York









Skills

Proficiencies

- Prototyping
- Ideation
- Experience Design User Journies
- Personas
- Axure
- Sketch Invision
- InDesign

Awards

- Nine time Scrubbie Award winner
- Winner of Best Presentation Style Award 2016

Education

University at Buffalo

Sep 1999 - Aug 2004