

Matthew Johnson

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(615) 821-4128

Product designer who has spent the past 10 years designing digital products, mostly 0-to-1. Works across product strategy, interaction design, systems, research, accessibility, brand, and implementation to turn ambiguous or structurally messy products into coherent ones.

Skills

Product Strategy
Design Systems Architecture
Interaction Design
Information Architecture
Prototyping
User Research
Behavioral Design
Accessibility (WCAG)
Brand Strategy & Identity
Figma
AI-Assisted Product Development
Webflow / Framer / WordPress
Cross-Functional Collaboration
Claude Code
Codex

Education

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

Experience

Independent / Founding Product Designer / 2025-Present

Smiley Brothers Ventures – Expanded an initial website engagement into brand strategy and identity after identifying a positioning problem. Delivered strategy, visual system, voice, and the production website.

Elseward – Designing and building a local-first writing product for novelists across product architecture, interaction design, and AI-directed implementation in Electron, TypeScript, and WebGL.

Bookish Boutique – Designed and built a multi-vendor commerce platform for independent authors, including a 200-component responsive design system, using AI-assisted development from design through production.

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

Led product design from concept through launch alongside Matt Hall, co-creator of Crossy Road. Built a 100-component cross-platform design system and helped reach 12,000+ downloads, 33-minute average sessions, a 4.16% iOS conversion rate, and a 4.8 rating.

Created the platform's plain-language branching-story model and led user research, accessibility, behavioral design, creative direction, and product iteration with engineering, legal, and marketing.

Independent Product Designer / 2016 – 2020

Designed products and digital experiences across independent startups and client work, from early product definition and interaction design through visual design and production.