



MATTY LANE DESIGN

503.880.1271

mattylanedesign@gmail.com

mattylanedesign.com

EXPERIENCE DESIGNER,
PROBLEM SOLVER, & LEADER

EXPERIENCE

Sr. User Experience Designer // Nike // 2017 - Current

Creates, delivers, and leads highly functional and visibly appealing experiences in key areas of the One.Nike Marketplace. I ensure that our digital experiences are intuitive, accessible and usable for our Nike internal users and external B2B customers. Champion UX best practices, how to obsess the user, and educate stakeholders on how to achieve best-in-class experiences.

Product Design Lead // Flying Rhino // 2013 - 2017

Flying Rhino is a customer experience agency delivering digital audience engagement through LIVE, immersive, two-way interaction. We tell great stories, share ideas, and create products that inspire positive change. As the Lead Designer, I create and manage all digital client facing product.

Sr. Designer // Henry V // 2014 - 2015

Henry V is an experience-driven agency that specializes in immersive story telling. I effectively communicated with multiple project managers, producers, and creative leads to deliver on-time, cost effective solutions. Accounts I work on include Adidas, Keen, Tillamook, Freightliner, Kaiser Permanente, Knowledge Universe, and Daimler Automotive.

Sr. Designer // Li-Ning Sports USA, Inc // 2012 - 2013

Responsible for all product creation for Team Wade. Developed the concept and all deliverables for the 'Sting Wade', 'Wadeorade', 'Gold Rush', and 'Encore' executions.

Designer // Nike // 2011 - 2012

My role with Jordan Brand at Nike is to tell stories through color, materials, and feeling. I supported the men's and women's on-court, off-court, and retro Jordan footwear and apparel teams across 5 sell-in seasons.

ACHIEVEMENTS

01.



Lead UX for 3 new Nike products, 2 SaaS applications, and supports 4+ product and business teams across Nikes B2B2C platforms.

02.



Led a small tech, design, and content team to deliver a real-time MLB daily fantasy sport iOS application.

03.



Led the tech and design org to deliver streaming content to marriage counselors, couples, and industry leaders globally.

04.



In-store digital experience with live two-way interaction for an immersive customer selling narrative.

KNOWLEDGE



EDUCATION

CX // Nike Customer Experience
Circus Street Certificate
2021

BA // Graphic Design
California State University Long Beach
2007