

Matt Lambert

Designer

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CONTACT

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Vancouver, BC

SUMMARY

Experienced designer focused on solving complex user problems. Proficient in bringing concepts from ideation to polished completion, I specialize in enhancing the relationship between individuals and the products they interact with.

My expertise spans user experience, product design, and front-end development, encompassing Enterprise SaaS Web Applications, Consumer Applications, web3/blockchain, Developer Tools, AI, eCommerce Web Stores, and Design Systems.

EXPERIENCE

Cardeo Creative

Founding Designer

DEC 2023 - CURRENT

AI + Web3 Design Services

- Worked with TurbineOne to create an experience using AI to provide threat detection for the US DoD
- Worked with CloudXray using AI to write developer documentation
- Worked on a stealth mode project involving blockchain and AI agents

Portfolio: <https://cardeo.dunked.com>

Password: starwars



AQUA

Senior Staff Product Designer

DEC 2022 - DEC 2023

Blockchain Games, Marketplace

- Effectively integrated familiar patterns and user-centric design principles into a blockchain gaming platform
- Lead design efforts for scalable multi-game marketplace experiences
- Ensured healthy collaborative partnerships within a highly iterative, multi-disciplinary product team
- Established AQUA design system

Skillz

Senior Product Designer

NOV 2021 - DEC 2022

Mobile Games, Developer Tools

- Lead design of Skillz Console OS
- Designed a developer console loop to drive customers to success on the developer platform
- Lead design of Chat Moderation tool
- Contributed to Developer Skillzet design system

Stellar Labs

Head of Design

FEB 2020 - NOV 2021

Aviation, B2B Marketplace, SaaS Enterprise

- Lead design and managed design team
- Lead design of Customer Portal app
- Lead design of B2B Marketplace
- Design advocate for the company

SKILLS

Product Design
User-Centered Design
User Experience
Information Architecture
Visual Design
Responsive Web Design
Mobile Design
Figma
Sketch
Invision
UI Design
UX Research
HTML
CSS
JavaScript
Bootstrap
LESS
SASS
Git
Illustrator
Photoshop
InDesign
Design Strategy
Product Management
Creative Direction
Art Direction
Branding
Logo Design
Illustration
Graphic Design
Management
Storytelling
Prototyping

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Stellar Labs

Senior User Experience Designer

JAN 2018 - FEB 2020

Aviation, B2B Marketplace, SaaS Enterprise

- Information architecture & visual design for SaaS platform
- Lead designer on B2B private jet marketplace
- Lead designer on Trip Planning Portal
- Lead designer for Stellar's Sonic design system

CA Technologies

Lead Product Designer

JUNE 2013 - JAN 2018

API Management, Developer Tools, Enterprise SaaS

- Lead API Management design team
- Lead design of API Management design system
- Lead development of API Management UI framework
- Lead design and research for SaaS Developer Console
- Lead design and research for SaaS API Portal
- Lead front-end development for SaaS API Portal
- Advisor for CA Mineral design system

Layer 7 Technologies Acquired by CA Technologies

Senior Web Designer

DEC 2012 - JUNE 2013

API Management, Developer Tools, Enterprise SaaS

- Lead development of API Management UI framework
- Lead front-end development for SaaS API Portal

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SOLE

Front End Developer & Designer

JAN 2008 - NOV 2012

Footwear, eCommerce

- UI & UX design, front-end dev for web store and internal web apps
- Lead web store user research

Cardeo Creative

Founding Designer

APR 2005 - JAN 2008

Print + Web Design Services

Freelance design studio working with small to medium-sized businesses. Client list included Quiksilver / DC Shoes, Molson, Red Robin, Tourism Burnaby, Vancouver Olive Oil Company, Claudia Alan Eyewear, Canadian Cancer Society, and many more. Also worked on a subcontracting basis with Grey Advertising, Loca Lola Design Team, and Cowie and Fox on projects for Lululemon, BC Liquor, 2010 Legacies Now, The Canadian Paralympic Committee, The Home and Garden show, and Mount Seymour.

Suntech Optics

Art Director

JUN 2002 - APR 2005

Eyewear, Print, Packaging

Lead design for all Maxem eyewear brands. Managed external vendors and designers on a number of projects.

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Electronic Arts

QA Tester

FEB 2000 - FEB 2002

Video Games

Video gaming testing for the following titles: NHL, NBA, NBA Street, Need for Speed, and WCW. Front-end development for internal QA department website, NBA QA team website, and WCW QA team website.

EDUCATION

Langara College

Graphic Design & Advertising

2002 - 2004

The Art Institute of Vancouver

Web Design & Multimedia

1998 - 2000

VOLUNTEERING

Capilano University

IXD Program Advisory Committee Member

2023 - CURRENT

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