

Greg Mathias

Digital Product Strategist

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Executive Summary

Director with over 10 years of experience in digital services, leading teams that increase interdepartmental efficiencies and rapid turnarounds in product design. Work closely with executives, department heads and team members to achieve operational improvement, enhance communication, and design and develop web and business solutions across several industries.

- Provide hands-on experience to train and lead high performing digital production and analysis teams
- Strategically staff and develop collaborative teams for both medium and small organizations
- Industry experience includes Digital Advertising, Local Search, Digital Publishing, Convention & Visitors Bureaus, Marketing and Promotion

Experience

Director of Digital Strategy (2013–Present)

Today Media Inc., Wilmington, DE

- Manage collaboration with multiple departments (marketing, circulation, sales, editorial, production and design) to evaluate digital products and services. Facilitate communication and collaboration exercises including KJ affinity diagrams, role-playing, and discussions yielding practical, actionable strategies, and foster long-term effective communication.
- Direct executive, digital and branding teams through corporate relaunch of all digital products, which increased online traffic by 45% annually for three straight years across four publications.
- Oversee seven employees including audience development manager, developers, designers and digital editors for both Today Media Inc. and Today Media Custom Communications, instilling processes and schedules that increase production levels while decreasing time-on-task.
- Work with both Magazine and Custom Communications division to employ emerging techniques and technologies that improve user experience, user engagement and audience development, resulting in a 50% increase in newsletter signups and 10% increase in print subscriptions from Today Media digital properties.
- Work directly with sales to develop products and enhancements to present to advertisers. Oversee design of sales collateral developed to assist the sales teams for all publications.

User Experience Designer (2012–2013)

PointRoll, King of Prussia, PA

- Managed front end, back end and middle tier developers through biweekly product release planning for Analytics and Dynamic Content Optimization on OnPoint, PointRoll's self-service digital ad management platform.
- Gathered and documented requirements from stakeholders through interviews, design workshops and executive reviews, which guided the design of product features, and helped prioritize and deliver acceptance criteria to developers for planning and integration.
- Facilitated and documented Affinity Diagramming exercises, interviews, and development planning to guide rapid prototype design and development to prepared product features through detailed user stories, defined acceptance criteria, release planning, and daily iteration support across development teams.

Interaction Designer UX/Creative Services (2009–2012)

Yellowbook, King of Prussia, PA

- **Yellowbook.com:** Responsible for updating and maintaining prototypes for yellowbook.com, and development and analytics integration for A/B testing. Tasks also included wireframes, site maps and flows, product and advertising development and placement.

- **Weforia.com**: Design and development for weforia.com, email campaigns, sales collateral, promotional materials, and preservation of brand consistency.
- **WebReach**: Design and development of online sales aids for Yellowbook small business products.
- **Yellowbook360**: Development, CMS integration and training for Yellowbook's online seminars registration product.

Interactive Programmer/ Project Manager (2006–2009)

Unreal Marketing, Conshohocken, PA

- Responsible for website design, corporate identity, web development, online promotional advertisement, and Search Engine Optimization.
- Primary point of contact for clients, project timeline development, client-to-team translation, project supervision, and finalized deliverables.

Freelance Designer/ Developer (2004–2006)

- Corporate identity, web development and online promotional advertisement for clients of Unreal Marketing.

Education

Art Institute of Philadelphia (2002–2005)

Philadelphia, PA

- Bachelor of Science in Multimedia and Web Design (graduated with Honors)

New Horizon Computer Learning Center/ Drexel University Business Center (2000–2001)

King of Prussia, PA

- Ecommerce Web Development Certificate Program

Professional Skills

Interaction Design

- Interactive/ Rapid Prototyping
- HTML Prototyping
- Paper Prototyping
- Storyboards/ Flow diagramming
- Specification Documentation

Brand Development

- Logo Design
- Website Design & Development
- Email Campaign
- Sales Collateral & Promotional Material

Facilitation

- KJ Method
- Affinity Diagramming
- Sketchboard
- Creative Critique

Agile

- Iteration Planning
- User Stories, Acceptance Criteria
- Backlog Feature Management

Information Design

- User Interviews
- Cognitive Walk-through
- Content Inventory
- Card Sorting
- Sitemaps, Task Flows & Wireframes

Product Evaluation

- Google Analytics
- Competitor Analysis
- Questionnaires & Surveys
- Usability Testing/ Reporting
- A/B Testing