

Matt Traxler

Senior Product Designer & Business Strategist

Cleveland, OH

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Professional Summary

Senior Product Design Leader | eCommerce & Healthcare UX Strategist

Senior Product Designer with 15+ years driving measurable growth through user-centered design. Led cross-functional teams at Fortune 500 companies and startups, scaling products to 25M+ devices and contributing to successful acquisition by Assurant (NYSE: AIZ). Proven track record of delivering 18-72% traffic increases and building scalable platforms that convert users into customers.

Core Competencies: Product Strategy • UX/UI Design • Team Leadership • E-commerce Optimization • Conversion Rate Optimization • Cross-Functional Collaboration • Startup to Enterprise Scaling

Professional Experience

Founding Product Designer | Matt Traxler Design Studio

Freelance Agency | October 2018 - Present

E-commerce & Retail Strategy

Delivered 18-72% traffic increases for clients through strategic Shopify migrations, brand optimization, and data-driven Instagram campaigns (30.11% average engagement)

SaaS & Enterprise Platforms

Designed Fairing's post-purchase survey application (Shopify ecosystem), streamlining customer feedback collection for 200+ e-commerce brands

Architected Smucker's employee intranet, consolidating 12+ legacy tools and reducing support requests by 17%

Healthcare & B2B Solutions

Streamlined B2B procurement workflows, reducing task completion time by 35%

Designed Ohio government healthcare portal, reducing service enrollment steps by 40%

Technology & Energy

Engineered geo-aware solar calculator for YellowLite, reducing quote generation steps by 50% and accelerating prospect-to-lead conversion through on-demand instant quotes

Owner/Creative Director - Steadfast Records

Independent Record Label | October 2017 - Present

Founded an internationally distributed record label and released over 60 titles

Launched e-commerce platform with 1,000+ curated titles, achieving 24% higher AOV via email and Instagram-driven campaigns (30.11% engagement)

Boosted traffic by 72% in 6 months via curated drops and SEO-optimized product pages.

Founding Product Designer | Assurant (via Mobile Defense acquisition)

Technology/Insurance | October 2012 - October 2018

Scaled UX design team from 1 to 5 designers for products deployed to 25M+ devices

Engineered 27% engagement lift through user testing and feature prioritization

Contributed to startup's successful acquisition by Assurant (NYSE: AIZ) through strategic UX leadership

Conducted user research, usability testing, and data analysis to inform product decisions

Senior Interactive Designer - The Adcom Group

Marketing Agency | October 2008 - October 2012

Created digital marketing campaigns for Fortune 500 clients including Moen, YMCA, Cleveland Clinic, and Sherwin-Williams

Designed responsive web interfaces and interactive campaigns driving measurable engagement improvements

Collaborated with strategists and account managers to translate business objectives into effective digital experiences

Technical Skills

Design & Development: Figma, Adobe Creative Suite, Sketch, Shopify Liquid, HTML/CSS, Wireframing, Prototyping, User Interface Design, User Experience Design

Research & Analytics: User Research, Usability Testing, A/B Testing, Conversion Rate Optimization, Google Analytics, Data Analysis, User Journey Mapping

Business & Strategy: E-commerce Strategy, Digital Marketing, SEO Optimization, Project Management, Cross-Functional Collaboration, Team Leadership

Education

High School Diploma: Brookside High School, Sheffield Lake, OH