

Matt McAlexander

SENIOR STAFF PRODUCT DESIGNER / BRAND & CREATIVE DIRECTOR

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Senior designer with rare range: brand and creative direction for names like **UFC**, **NASCAR** and the Rock 'n' Roll Marathon, plus product and UX design inside regulated **medical** and **defense** technology. I name the brand, design the product, and ship the site, delivered fast through an AI-accelerated workflow.

EXPERIENCE

Senior Staff Product Designer

Mar 2026 – Present

TrellisWare Technologies · Defense Technology · Tactical Networks

- Product and UX design for mission-critical defense communication systems, applying regulated-enterprise rigor to complex operational software.
- Partner with engineering to turn hard technical constraints into clear, usable interfaces.

Senior UI/UX Product Designer

June 2021 – Mar 2026

Cepheid · Diagnostics · Life Sciences · Enterprise SaaS

- Led global UX research across EU, APAC, India, and LATAM, informing 6+ prioritized roadmap initiatives.
- Designed troubleshooting flows projected to cut support case volume 10 to 20% across thousands of instrument operators.
- Built reusable components and patterns that lifted design velocity roughly 25% and improved cross-product consistency.

Senior UX Designer

Feb 2019 – May 2021

Thermo Fisher Scientific · Life Sciences · Enterprise Software

- Designed dashboards and complex data displays that improved task success and decision speed for enterprise customers.
- Ran usability testing that drove double-digit efficiency gains in high-impact workflows.

Creative Director

Apr 2012 – Aug 2017

Competitor Group · Media · Events · Digital Platforms

- Led a multidisciplinary team on digital experiences for the Rock 'n' Roll Marathon Series, lifting registrations and engagement.
- Directed UX for web properties serving millions, with clearer hierarchy, responsive layouts, and streamlined navigation.

Web Designer

Oct 2009 – Apr 2012

MEA Digital · Agency · Marketing · Digital Design

- Built branded digital experiences for Cars.com, Nickelodeon, Oakley, and Vertu, including national campaign work.

SELECTED BRANDS

UFC · NASCAR · Nike · Rock 'n' Roll Marathon · Oakley · Nickelodeon · Intuit · Pieology · Cars.com · Vertu

CAPABILITIES

Product & UX Design systems Brand identity Motion
UX research Front-end handoff Figma Adobe CC
Prototyping

EDUCATION

BA, Graphic Design

San Diego State University

AA, Computer Science

San Diego City College

APPROACH

Agency polish meets regulated-software rigor. Senior judgment, an AI-accelerated workflow, and delivery in days, not months.