

# MY WORK HAS GENERATED OVER \$2B IN MONETIZATION & LOCKED OUT COMPETITION THROUGH PATENTS & IP.

A uniquely skilled empathetic creative professional with extensive experience leading Product & UX Design within small and large organizations. Proven track record in guiding cross-functional teams in the creation and improvement of revenue-generating products and experiences. Continually deliver lower Customer Acquisition Costs (CAC), increased user engagement, and greater Customer Lifetime Value (LTV) while creating patentable IP for the organization. Expert strategist, designer, presenter, and negotiator; able to forge solid relationships with internal and external partners in building consensus across multiple organizational levels.

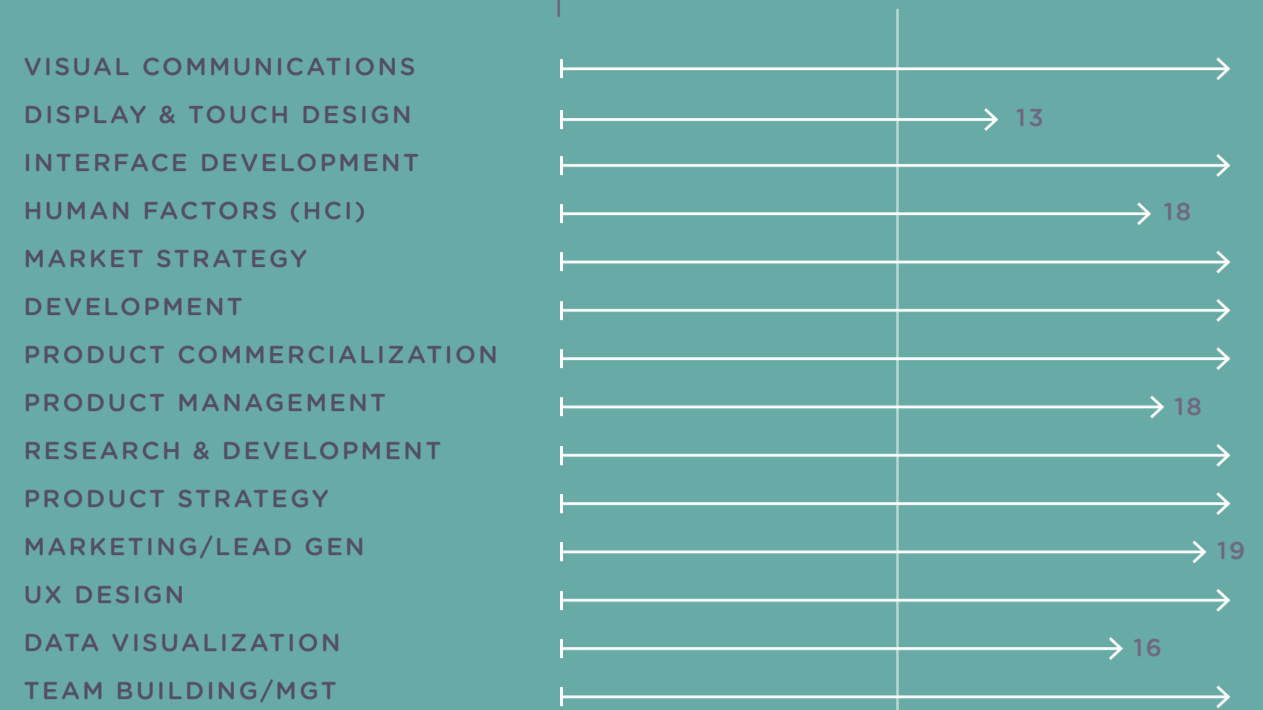


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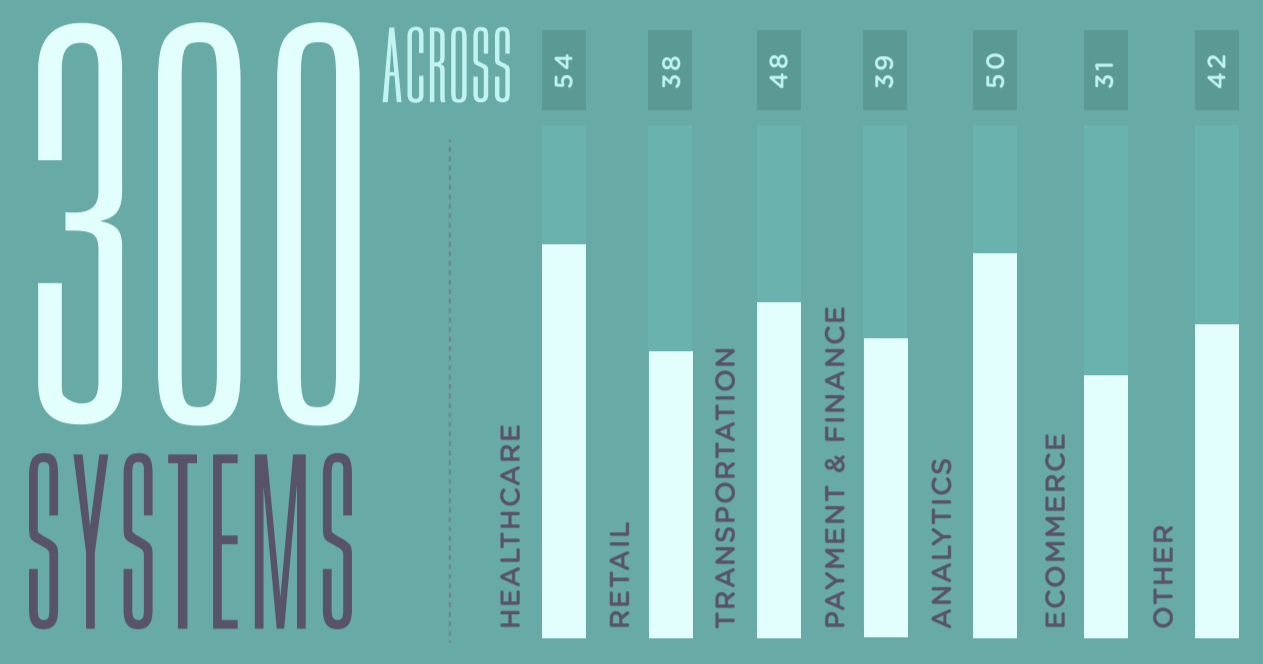
WEBSITES/WORK  
**MATTWALTON.DESIGN**  
**MJWALTON.COM**

## YEARS AT IT....



## STRENGTHS & PASSIONS

- SOLVING HARD COMPLEX ISSUES
- MODERNIZING TECHNOLOGY
- LAUNCHING PRODUCTS AFFORDABLY
- RALLYING TEAMS TO EXCEL
- CREATING A CULTURE OF EXCELLENCE
- REMOVING ROADBLOCKS
- CREATING EXCEPTIONAL PRODUCTS
- EVANGELIZING DESIGN & STRATEGY
- LEAD BY EXAMPLE



- WORKED WITH GOVERNMENT & MILITARY ORGANIZATIONS, SPAWAR & DARPA TO CONCEIVE & DEVELOP HIGHLY INNOVATIVE ERGONOMIC & CLOUD SYSTEMS FOR VISUALIZING & PREDICTING WORLDWIDE ACTIVITIES IN REAL-TIME.
- CREATED HIGHLY INNOVATIVE & PATENTED HEALTHCARE SYSTEMS THAT STREAMLINED CLINICAL DATA & ENABLED THE CARE OF CRITICAL ICU PATIENTS FROM REMOTE LOCATIONS.

2019 - TODAY

## CONSULTANT PRODUCT, STRATEGY, & DESIGN

AUSTIN TEXAS

- SATURATED INTO AI & WORKFLOW AUTOMATION
- 2017-2019 HEAD OF ARTIFICIAL INTELLIGENCE
- 2016-2017 COMPANY FUTURIST
- 2014-2016 REBUILT QMOBIX WHILE HOME WITH MY WIFE
- 2011-2014 LAUNCHED EVENTMETHOD SAAS ENGAGEMENT SYSTEM
- 2004-2011 DEVELOPED EVENTMETHOD FOR MICHAEL DELL DELL WORLD 2011
- BECAME INNOVATION FIRM FOR DARPA, ATT LABS, MCKESSON ABBOT LABS, DELL...
- LEFT FROG TO START RED
- 2002-2004 SPENT MY TIME AT FROG IN PARIS & VANCOUVER
- 2002-2004 STARTED BUILDING ANOTHER START-UP
- 2000-2002 HOLY CRAP! APPLE HITS \$76 A SHARE ECONOMY TANKS!
- THE DOT.COM CRASH OF 2002
- WORKED WITH SUPER SMART PHD'S, MBA'S & LEARNED EVERYTHING I COULD....
- MOVED TO AUSTIN
- LEFT KANSAS CITY FOR AUSTIN
- OFFERED TO RUN GLOBAL SERVICES FOR IBM IN DALLAS BUT PASSED TO LEARN HCI/COGNITIVE PSYCHOLOGY BEHIND DESIGNING EXPERT SYSTEMS
- 1998-2000 DIRECT & BRAND STRATEGY
- 1994-1998 CREATED THE FIRST MUTUAL FUND SHOPPING WEB APP FOR PERSONAL WEALTH MGMT
- DIRECTED MUSIC VIDEOS & CREATED 3D CHAT ECDS FOR THRILL KILL CULT & NINE INCH NAILS...
- 50K EACH!
- MY FIRST SGI'S WITH ALIAS WAVEFRONT
- THE COST OF BEING AN EARLY ADOPTER
- CREATED A VIRTUAL REALITY 3D E-COMMERCE WORLD OF ALEXANDRIA VIRGINIA
- KeYAH!
- CREATED A STEVEN SEGAL NINTENDO 64 3D GAME
- WORKED WITH SPIELBERG TO DEVELOP VIRTUAL WORLDS FOR SICK TERMINALLY ILL KIDS IN HOSPITALS
- WORLDS, INC.
- 1990 FEATURE ANIMATION
- 1989 KANSAS CITY ART INSTITUTE
- 1993 DURING THIS TIME... I BECAME A NATIONALLY RECOGNIZED ADVERTISING ILLUSTRATOR
- AGENTS IN KC, NY & CHICAGO
- ILLUSTRATED SEVERAL BOOKS FOR MCMILLIAN & SIMON & SCHUSTER
- SPENT IT ALL ON COMPUTERS! WIFE WAS NOT HAPPY!
- SOLD MY GAME "TITANIC" MYSTERY TO SONY IN LONDON. LAUNCHED M5.
- HMMMM... THE TITANIC MOVIE WAS JUST LIKE MY GAME
- 1987-1989 HALLMARK CARDS
- I GOT HIRED ON THE SPOT AT HALLMARK
- NOT SURE HOW...
- SCORE!
- WAS HOMELESS FOR A YEAR
- LOST... NOT SURE WHAT TO DO
- BUT I WAS ALWAYS DRAWING & CREATING ART
- I DROPPED OUT OF HIGHSCHOOL AT 17, GOT MY GED..
- PARENTS WEREN'T HAPPY. I MOVED AWAY & MY JOURNEY BEGAN...

**ORACLE** ENTERPRISE SOFTWARE  
 CHIEF DESIGN OFFICER AUSTIN TEXAS

**EXPRESS SCRIPTS** EXPRESS SCRIPTS A FORTUNE 20 COMPANY  
 HEAD OF STRATEGY & NEXT GEN AUSTIN TEXAS

**QMOBIX** REAL-TIME RESOURCE OPTIMIZATION  
 CHIEF PRODUCT OFFICER AUSTIN TEXAS

**EVENTMETHOD** EVENT ENGAGEMENT  
 CHIEF PRODUCT OFFICER AUSTIN TEXAS

**REDMETHOD** PRODUCT INNOVATION AGENCY  
 CHIEF PRODUCT STRATEGIST AUSTIN TEXAS

- FOUNDED & CULTIVATED THE TOP INNOVATION FIRM IN AUSTIN. GREW FROM ZERO-TO-MULTI-MILLION \$ WITHIN 2 YEARS - RECOGNIZED FOR HIGHLY UNIQUE & EFFECTIVE APPROACHES TO SOLVING COMPLEX DESIGN & TECHNICAL CHALLENGES ACROSS THE FORTUNE 50.
- PARTNERED WITH VENTURE CAPITAL FIRMS TO RE-ENGINEER, REDESIGN & RAPIDLY LAUNCH REFACTORED DIGITAL PRODUCTS - RESULTING IN OVER 300 MILLION IN ACQUISITIONS.

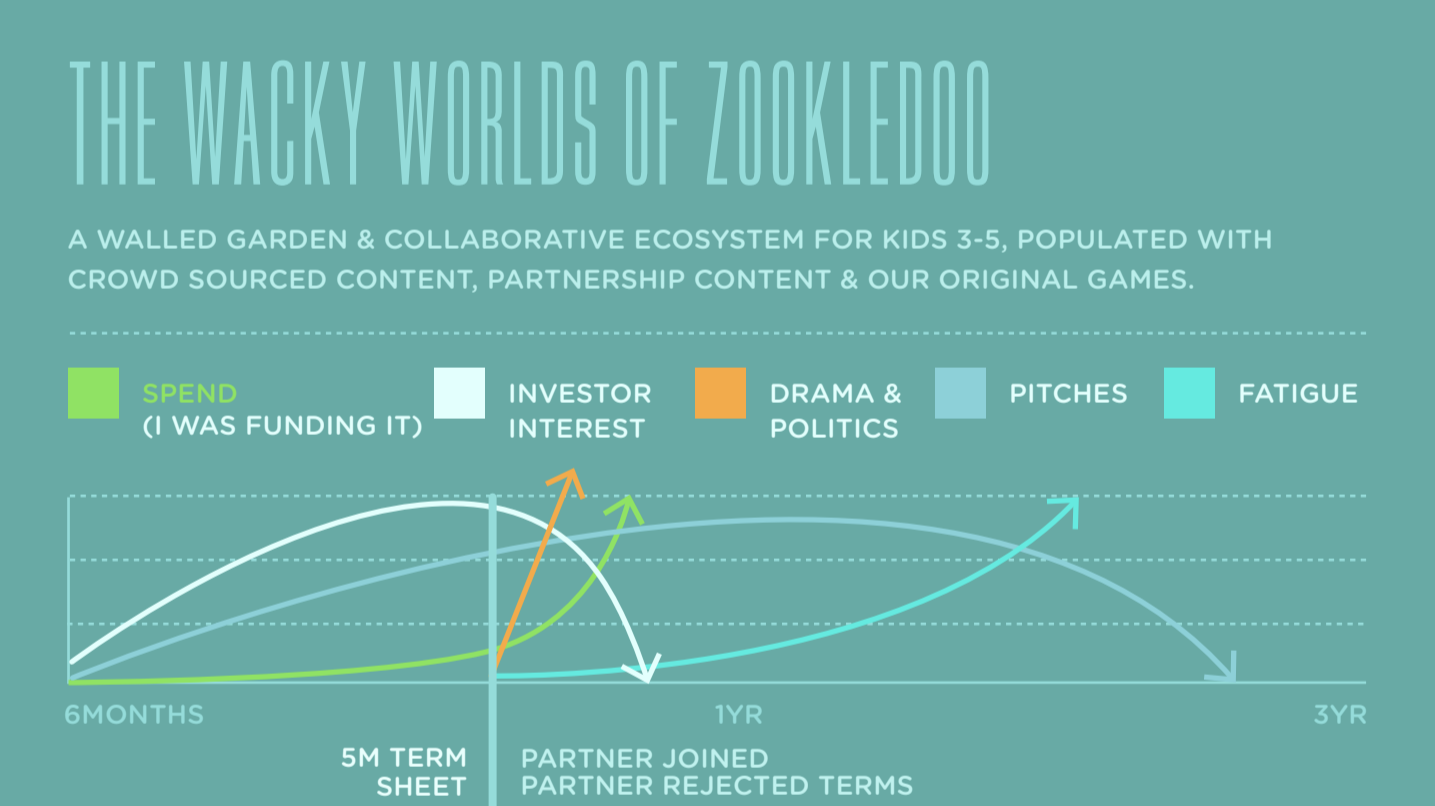
**FROG** DIGITAL DESIGN  
 CREATIVE DIRECTOR AUSTIN TEXAS

- RESPONSIBLE FOR STRATEGY & DESIGN THAT FOCUSED ON INTEGRATING BUSINESS OBJECTS & CRYSTAL REPORTS APPLICATIONS.
- RAPIDLY IDENTIFIED USABILITY & INTERACTION ISSUES WITH ARCHETYPE INTERACTION, TAXONOMY, NOMENCLATURE, & VISUAL CATALOG. I REDESIGNED ADHOC REAL-TIME/DATA MODELING & REPORTING TECHNOLOGIES; AS WELL AS DEVELOPED A COMPREHENSIVE USER EXPERIENCE GUIDE FOR PRODUCT IMPLEMENTATION.

**WORKS** ENTERPRISE SOFTWARE FINANCIAL & CARD SERVICES  
 DIRECTOR OF PRODUCT AUSTIN TEXAS

- MEMBER OF THE CORE EXECUTIVE TEAM
- RESPONSIBLE FOR MANAGING PRODUCT MANAGEMENT, PRODUCT MARKETING, & DESIGN ORGANIZATIONS. CREATED VERTICAL MARKET STRATEGIES, POSITIONING & SALES COLLATERAL.
- AS HEAD CREATIVE, I DESIGNED THE CORE PRODUCT, ESTABLISHED FORMAL DESIGN PROCESSES, BRIDGED ENGINEERING & PRODUCT WITH DESIGN. ESTABLISHED FORMAL RELEASE PROCESSES & STANDARDS TO INCREASE ORGANIZATIONAL SCALE & ALIGNMENT. DECREASED OUR TIME-TO-MARKET BY 8 MONTHS AFTER I ARRIVED.
- CREATED COMPANY'S PRODUCT & BRAND STANDARDS FOR WORKS PAYMENT CARD APPLICATION. ESTABLISHED COMMON INTERACTION PATTERNS, ICONOGRAPHY, VISUAL LANGUAGE, AND UI LAYER TECHNOLOGIES TO BE STANDARDIZED ACROSS ALL SOFTWARE ENGINEERING.
- WITHIN 2 YEARS OF RELEASE - COMPANY GREW IN EXCESS OF 40M IN REVENUE BUSINESS WAS ACQUIRED BY BANK OF AMERICA IN 2006.

**2004** ANOTHER KEY FAIL LEARNING LESSON



DON'T BE MESMERIZED BY PERCEPTION. "PERCEPTION IS NOT REALITY."

BE CAREFUL WHO YOU BRING IN. ASKING QUESTIONS, LISTEN & WATCHING WILL REVEAL A LOT. BUT ALWAYS, DUE DILIGENCE IS KEY.

ALWAYS "TALK LESS. LISTEN MORE."

**KUHN & WITTENBORN ADVERTISING** DIRECT & BRAND STRATEGY  
 DIRECTOR OF INTERACTIVE SERVICES KANSAS CITY MISSOURI

- AGENCY ACQUIRED M/5 IN 1998 (CALLED RED ROCKET INTERACTIVE)
- RESPONSIBLE FOR MANAGING MULTIPLE MARKETING STRATEGIES FOR INTERNET & INTERACTIVE AGENCY CLIENTS: MICROSOFT, STOWERS, & HALLMARK. DIRECTED THE DEVELOPMENT OF MULTIPLE CREATIVE INITIATIVES: TV & VIDEO COMMERCIALS, INTERNET, DIRECT MARKETING INTEGRATION, & OVERALL E-COMMERCE/ INTRANET DEVELOPMENT.

**Walt Disney** FEATURE ANIMATION  
 1990

I WAS 1 OF 4 SELECTED FROM OVER 400 COLLEGES AND UNIVERSITIES TO BE TRAINED AS A CHARACTER ANIMATOR.

**KANSAS CITY ART INSTITUTE** KANSAS CITY MISSOURI  
 COMMERCIAL ILLUSTRATION MAJOR

**WON GOLD AT SOCIETY OF ILLUSTRATION IN NEW YORK**

**1987-1989 HALLMARK CARDS** ILLUSTRATOR KANSAS CITY MISSOURI

List-Group">

- STARTED MY CAREER AT 19

**TRILOGY** ENTERPRISE SOFTWARE  
 DIRECTOR OF DESIGN | HCI AUSTIN TEXAS

- KEY MEMBER OF TRILOGY EXECUTIVE TEAM
- RESPONSIBLE FOR BUILDING & SCALING FRONT END SERVICES TO TRILOGY'S BACK END TECHNOLOGIES. WORKED WITH C-LEVEL EXECUTIVES FROM LANDS END, FORD, SUN, AXA FINANCIAL - EVANGELIZING & CREATING DESIGN STRATEGIES.
- WAS CHIEF EVANGELIST & DESIGNER ON THE DEVELOPMENT OF NINETEEN CONSUMER SITES FOR FORD FLEET OF EUROPE.
- RESPONSIBLE FOR CONCEPT -TO- IMPLEMENTATION TO ENSURE DESIGN QUALITY ACROSS B-TO-B & B-TO-C SITES & B-TO-B APPLICATIONS.
- ESTABLISHED TRILOGY'S PRODUCT & BRAND STANDARDS ACROSS ALL SOFTWARE PRODUCTS. INTEGRATED 36 APPLICATIONS BY ARCH TYPING INTERACTIONS, CREATING ICONOGRAPHY, ESTABLISHING A VISUAL LANGUAGE, & UI LAYERED TECHNOLOGIES. THIS STANDARDIZED ALL SOFTWARE INITIATIVES.
- RESPONSIBLE FOR INTERNET/INTRANET TEAM & MANAGED THE DEVELOPMENT OF: WEB SITE, PARTNER EXTRANETS, & INFRASTRUCTURE. ESTABLISHED USABILITY METRICS & STANDARDS FOR TRILOGY.COM & OTHER RELATED .COM INITIATIVES.

**AWARDED THE 1998 DISTINGUISHED HALLMARK PROFESSORSHIP AT THE UNIVERSITY OF KANSAS**

BASED ON MY PROFESSORSHIP KU, I WAS AWARDED A GRANT TO ESTABLISH A DIGITAL MEDIA MAJOR, WHICH I SUCCESSFULLY STARTED.

**1998-2000** DIRECT & BRAND STRATEGY

**1994-1998** CREATED THE FIRST MUTUAL FUND SHOPPING WEB APP FOR PERSONAL WEALTH MGMT

**M5** MY FIRST COMPANY INTERACTIVE AGENCY  
 FOUNDER & CEO KANSAS CITY MISSOURI

**Hasbro** DESIGNED HASBRO GAMES OUTBURST SCATTERGORIES AND TABOO...

**KeYAH!** CREATED A STEVEN SEGAL NINTENDO 64 3D GAME

**WORLDS, INC.** WORKED WITH SPIELBERG TO DEVELOP VIRTUAL WORLDS FOR SICK TERMINALLY ILL KIDS IN HOSPITALS

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**SONY** SOLD MY GAME "TITANIC" MYSTERY TO SONY IN LONDON. LAUNCHED M5.

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