

# Matthew Walker

Creative Direction  
89 Burlington Road  
Unionville, CT 06085  
United States

View the full portfolio at <http://www.thecreativefinder.com/walkdesign>

## Professional Experience and Curriculum Vitae

My name is Matt Walker and I am a Senior UX/UI Design Expert with over 20 years of experience creating products for some of the largest brands in the world. I excel at creative concept strategy, development and inspiring creative teams. Creative work rewarded with multiple awards, including a Webby Award, and helped bring ESPN Fantasy Sports to the number one Fantasy platform in the world.

Currently I am a Senior Designer at Sports Illustrated where I am working on the complete redesign of SI.com from both a brand and interactive perspective on all devices. Previously I was the head of design for ESPN's Fantasy Sports product line for the 8.5 years. My guidance was key to ESPN Fantasy's effective integration of social media and gamification while broadening the reach onto mobile platforms. Through my leadership, the popularity of ESPN's Fantasy Sports had grown exponentially and accounted for over 35% of traffic on ESPN.com.

In my tenure, ESPN went from being the number three Fantasy gaming product to number one in the entire world. My design work on the ESPN Fantasy Football iPad app was honored to receive the 2013 Webby Award Winner for Best Game (Tablet & All Other Devices). Earlier that year we released our ESPN Tournament Challenge app, which I designed for both iOS and Android, which was rated over 4 stars and helped us achieve over 11 million bracket submissions.

My success is a product of my passion for architecting effective product and experience strategies, applying analytical and creative thinking to ideation, evaluation, and end-to-end design execution. I have been sought-after by the biggest names in Sports, working with the likes of the Pittsburgh Pirates, Orlando Magic, CAA Sports, Marshall Faulk, CC Sabathia, Curtis Granderson, Nick Swisher, Barry Zito, Roy Oswalt, Albert Pujols, Ryan Zimmerman, Josh Hamilton — just to name a few.

## Previous Clientele

Athletes

Orlando Hudson - San Diego Padres

Curtis Granderson – New York Yankees

Anthony Fasano – Miami Dolphins

Blake Geoffrion – Montreal Canadiens

Corey Mays – Kansas City Chiefs

Jake Peavy - Chicago White Sox

Nick Swisher - New York Yankees

Barry Zito - San Francisco Giants

CC Sabathia - New York Yankees

Vernon Wells - Toronto Blue Jays

Johan Santana - New York Mets

Roy Oswalt – Philadelphia Phillies

Rick Ankiel - St. Louis Cardinals

Ryan Zimmerman - Washington Nationals

Josh Hamilton - Texas Rangers

Albert Pujols - St. Louis Cardinals

Derrek Lee - Chicago Cubs

Brian Schneider - New York Mets

BJ Upton - Tampa Bay Rays

Barry Sims - San Francisco 49ers

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