

LINDA MATEOS-POWELL

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I am a hands-on product designer who leads creative teams in shaping the vision for and executing omnichannel digital experiences.

With 20+ years experience in interactive design, I have worked with clients in the retail, fashion, healthcare/wellness, automotive, consumer electronics, video game, media, technology, financial, travel, real estate/building, and home security industries.

EDUCATION

UNIVERSITY OF MICHIGAN,
Ann Arbor, MI

Bachelor of Arts, Apr 2000

Concentration in Communication Studies, Cognate in Anthropology, James B. Angell Scholar, Class Honors, University Honors

MASSACHUSETTS COLLEGE OF ART, Boston, MA

Continuing Education, Fall 2018
Completed Typography course

CERTIFICATIONS

BRANDING AND CUSTOMER EXPERIENCE,

IE Business School (Coursera),
Apr 2022

BRAND IDENTITY AND STRATEGY

IE Business School (Coursera),
Mar 2022

LEADING FOR CREATIVITY

IDEO, May 2020

SELECTED WORK EXPERIENCE

CANTINA, Boston, MA

Creative Director, May 2022–present

Principal Designer, Apr 2018–May 2022

- Serve as both a design lead and individual contributor on client projects to create conceptual and detailed deliverables for digital products, including mobile apps and connected devices.
- Collaborate with strategy, technology, and product management teams through discovery, definition, development, and delivery of a project.
- Oversee and provide creative direction, both UX and visual design, to design team members on all client project work.
- Lead internal initiatives including the company brand/visual identity refresh (in progress).
- Directly manage, mentor and support the career growth of 5 designers, including bi-weekly 1:1 meetings, collecting 360 feedback from peers and clients, and writing semi-annual performance reviews.
- Support sales team as a pursuit lead on new business development opportunities and contributing to SOWs, RFPs, and estimations.
- Clients include Bose, iRobot, SimpliSafe, Monster Worldwide, Well-B (Blue Cross Blue Shield of MA), Your Call, The New England Center for Children, HomeTurf, Dascena, Dugri, EstateSpace, Intel, Pegasystems, Hudson River Park Trust, Holcim.

BEAM INTERACTIVE (now MERGE), Boston, MA

Associate Creative Director, Experience Design, Dec 2015–Dec 2017

- Manage XD team members and oversee their work to create conceptual prototypes and detailed deliverables.
- Present to, facilitate workshops, and participate in design sprints with senior level clients.
- Collaborate with creative, technology and strategy teams to implement effective website and mobile interfaces.
- Clients include MINI, AMG Funds, Fidelity Labs, Aruba Tourism Authority, Docent Health, Bozzuto, American Student Assistance, Beaver-Visitec.

SAPIENTNITRO (now Publicis Sapient), Boston, MA

Associate Creative Director, Experience Design, Oct 2009 –Dec 2015

- Manage XD team members and oversee their work to create conceptual and detailed deliverables.
- Present to and facilitate workshops with senior level clients.
- Collaborate with creative, technology and strategy teams to implement effective website, mobile and interactive digital signage interfaces.
- Contribute to and winning new business development project pitches.
- Responsible for elevating craft within the experience design group.
- Clients include Activision, Boston Red Sox, Carbonite, Chrysler, CVS Caremark, Dunkin Donuts, Fenway Sports Management, Fidelity Charitable, LensCrafters, Mindbody, Mopar, Philips, Ram Trucks, Sunglass Hut, The Hartford, Victorinox Swiss Army.

RAZORFISH, Boston, MA

Senior Information Architect, Sep 2006–Oct 2009

- Clients include ESPN, Ford Motor Company, Forest Laboratories, Maybelline, Rugby Ralph Lauren, Textbooks.com, The Economist, T. Rowe Price.

NEW TILT, Cambridge, MA

Information Architect, Sep 2004–Aug 2006

- Clients include Massachusetts Institute of Technology, Brown University, The Boston Public Library, Dana-Farber Cancer Institute, Spotfire.

SKILLS & CAPABILITIES

EXPERIENCE DESIGN ACTIVITIES

Art Direction, Creative Direction, Design Systems, Discovery Research, Information Architecture, Interaction Design, Product Design, UI Design, User Research, UX Design & Strategy

COLLABORATION, DESIGN & PROTOTYPING TOOLS

Abstract, Figma, InDesign, Illustrator, InVision, Lucidchart, Milanote, Mural, Sketch, Photoshop, Zeplin