

Jordan B. Mathews

Product Designer

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About Me

I'm a multidisciplinary designer who loves solving challenging problems and delivering results.

Education

University of North Carolina
at Chapel Hill
B.A. Media and Journalism
Class of 2016

Favorite Tools

Figma
Notion
Mixpanel
Miro
Webflow
Illustrator
Photoshop
Pen & Paper

Interests

Interior Design
Pickleball
Volleyball
Scuba Diving

Foxtrot

Senior Product Designer · Sept 2021 to Present

As the most tenured member of the product team, I served as a mentor to other designers as we worked together to establish a robust design system. I also worked with the retail team to craft a process for fulfilling online orders, resulting in a decrease in order pack times.

Product Designer · Oct 2018 to Sept 2021

Hired as the first product designer, I worked with engineers to design and implement several core features of the app and website, including product detail pages, checkout, and Cafe Pickup, the company's fastest-growing vertical.

Trunk Club

Designer · Jan 2017 to Oct 2018

As a member of the in-house creative team, I worked with a team of stylists to launch the Featured Trunks campaign, the company's most successful marketing initiative.

BCG BrightHouse

Art Direction Intern · Summer 2016

Assigned to the 7 Up account, I was tasked with bringing the company's new value statement to life through a video campaign. It is now an integral part of the company's culture.

