Matthew LeGrice

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Colorado-born, Jersey City-based multidisciplinary designer with over 15 years of experience working in brand and product design.

PROFILE

Currently
Experienced independent designer specializing in product design and brand identity, with a recent focus in healthcare & wellness.

Looking for
A senior level design product design position in which I can collaborate with a solid team to produce projects that require a large variety of skill sets.

Graduated from
The University of Colorado Boulder in May 2010 with degrees in Physiology & Psychology with a focus on Neuroscience.

Skilled at

Interactive Design	Print Production
UI/UX	Art Direction
Visual Identity	Packaging Design
Web Design	Photography
Product Design	Brand strategy
E-commerce	Copywriting

Proficient in

Figma	Indesign
Illustrator	After Effects
Photoshop	Keynote
Webflow	Sketch

Worked with

Google	Simple Contacts
SeatGeek	Crash.co
New York Rangers	Nuts.com
ustwo Studios	Layerframe
BioLite	Milkshake Studio
Major League Soccer	

EXPERIENCE

Senior Product Designer, Lightmatter — Jun 2021; Aug 2023
Designed and led long-term projects from concept to final product for a wide variety of clients in the healthcare & health data space. Facilitated user testing on large clickable prototypes, designed and developed custom websites in Webflow, created custom iconwork, illustrations and animations, and produced full-scale digital product design guidelines.

Head of Design, Levels Protein — Mar 2020; Mar 2021
Led a small team in producing a full-scale brand overhaul including custom e-commerce website design, product packaging and label design, photography, video messaging, email and social media campaigns, and Amazon shop assets.

Creative Director, DriveWealth — May 2019; Mar 2020
Defined and produced company's visual brand & overall messaging across a variety of executions including website, print collateral, pitch decks, & conference booth designs.

Contract Senior Designer, Nuts.com — Jun 2017; Apr 2019
Site-wide redesign including overhaul of product pages, cart and checkout, navigation, photography styles, email templates, product packaging and many levels promotional materials.

Partner / Design Lead, Veris Foundation — May 2015; June 2021
Developed visual identity and collateral; including logo, brand assets, messaging, website, print items, and UX & UI for proprietary blockchain-based health data and ICO/trading platform.

Marketing Designer, SeatGeek — May 2015; May 2017
Illustrated & photography based ads including NYC + DC Subway campaigns, billboards, and digital placements as well as in-app illustrations, animated gifs and videos, and some UX/UI designs.

Contract Designer, BioLite Energy — Mar 2014; May 2015
Created a series of marketing assets including product illustrations, animations, photographs, emails, product videos and website designs.

Contract Illustrator, Ustwo Studios — Mar 2014; Apr 2015
Collaborated with Google to create material design iconwork for several of Google's applications.