

Matt Richards
UX & Visual Design Portfolio

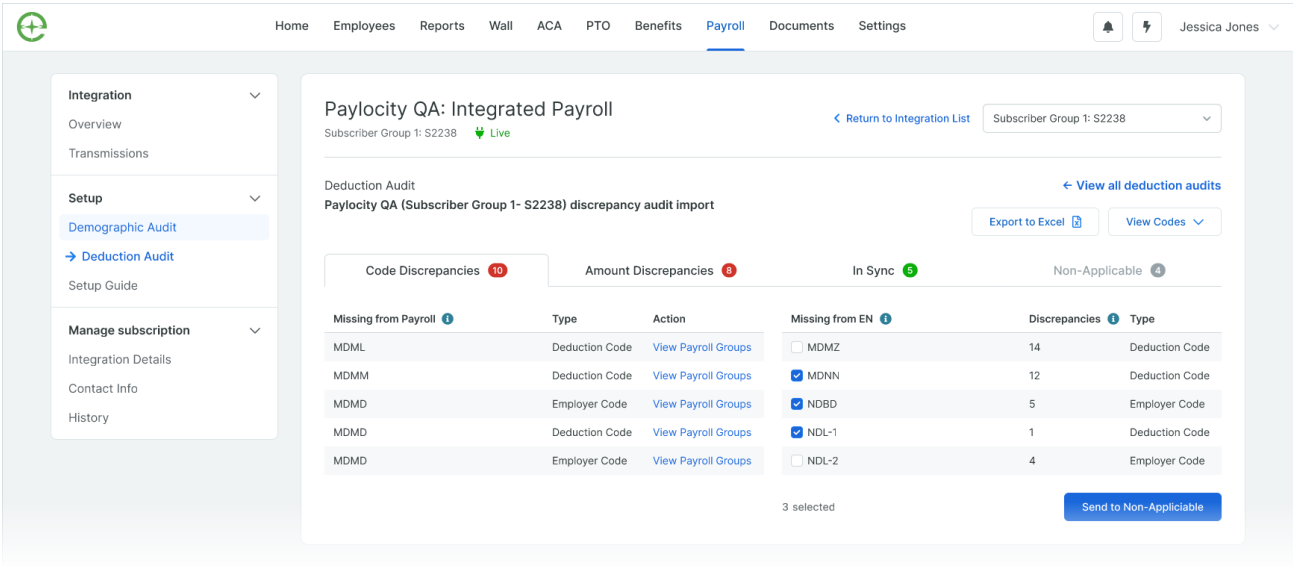
2016 - 2023



Administrator-facing product

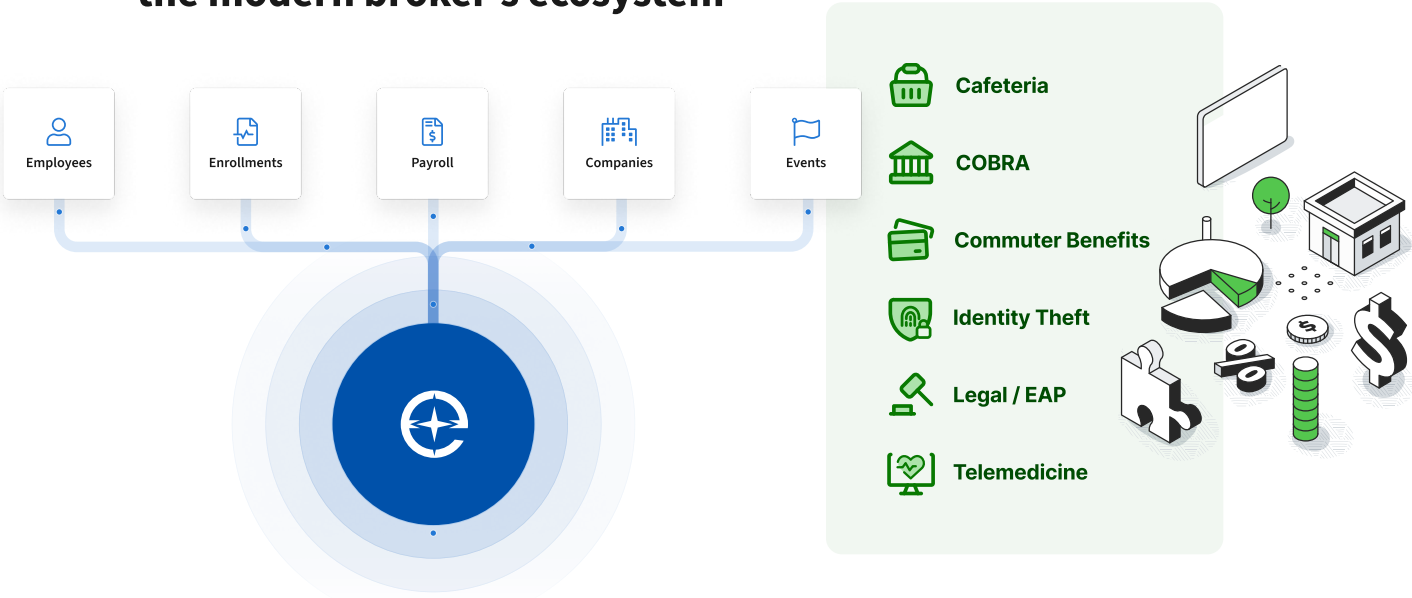
Employee Navigator’s flagship product, which allows small businesses and brokers to manage benefits. Built new theme & resolved 100+ UX/UI issues over a 3 month epic.

Employee Navigator product screenshot



Marketing design

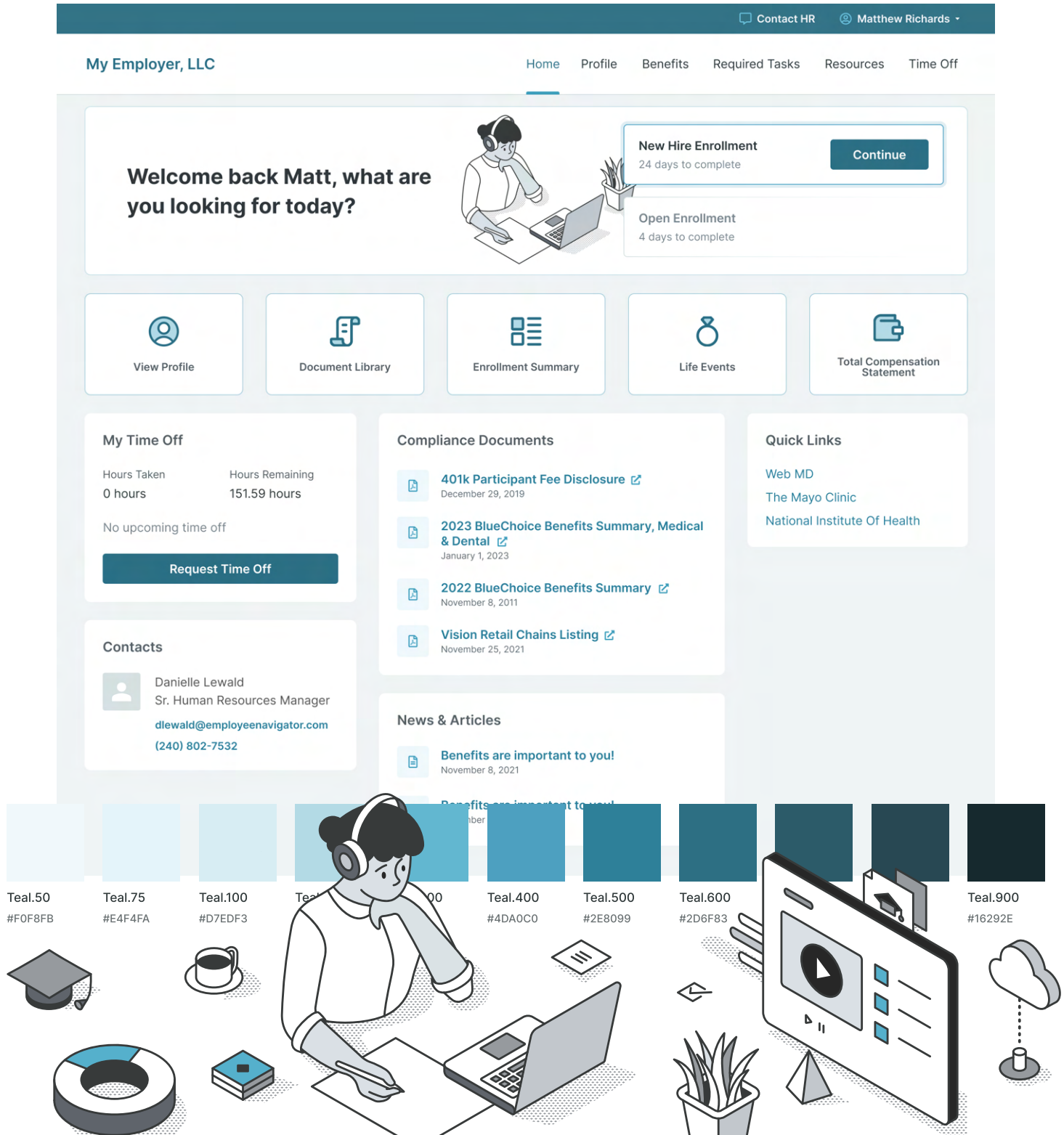
Employee Navigator is the centerpiece of the modern broker’s ecosystem





Employee-facing product

Employee Navigator's employee enrollment software, which is maintained as a separate product. Built new theme & resolved 120+ UX/UI issues over a 2 month epic.





Design system

Created 30+ components, introduced design tokens, and implemented multiple themes for different products.

SECTION ONE

Default Link Item

Really Super Duper Extra Long Link Item

Disabled Item

→ Active Item

BETA SECTION beta

Alpha Item alpha

Beta Item beta

Disabled Item alpha

Section One

Default Link Item

Really Super Duper Extra Long Link Item

Disabled Item

→ Active Item

Beta section beta

Alpha Item alpha

Beta Item beta

Disabled Item alpha

Theme 2

Default Link Item

Link item with a really long name that wraps

Disabled

→ Default Link Item

Theme 2

Default Link Item

PrimarySecondary

PrimarySecondary

HomeProfileMessagesDisabled

HomeProfileMessagesDisabled

HomeProfileMessagesDisabled

HomeProfileMessagesDisabled

HomeProfileMessagesDisabled

Home > Library > Library

Home > Library > Library

Headline 3Primary

Headline 4

Headline 5

PrimarySecondarySuccessInfoWarningDanger

⚠ AttentionPrimary textSecondary text

⚠ AttentionPrimary textSecondary text

✅ Save successfulPrimary textSecondary text

⚠ AttentionPrimary textSecondary text

⚠ AttentionPrimary textSecondary text

⚠ AttentionPrimary textSecondary text

Guardian (No props)

Guardian (Counter Prop = true)

Guardian (Hover)

☐ Guardian (All Props)



Brivo Access

Brivo's flagship software for on-site security and access control. Created new, responsive theme from scratch. Supports light & dark mode. All components reference the design system, Brivo One.

Introduced Brivo's first fully responsive layout, with an intuitive and modern approach.

Reworked our navigation structure with user testing, in close collaboration with the product team

Global View

Data Explorer

Events

Devices

Video

Reports

Users

Credentials

Occupancy Tracking

Administrators

Configuration

Onair Classic

- Submit Feedback
- Switch to Light Theme
- Change Password
- Logout

Activate Lockdown

Event Tracker

Event Log				
Sites		Device		Status
All sites		All devices		All statuses
Timestamp	Event	User		Site
12:25:36 PM 04/06/2020	Valid access event	Chris Jacobs Creative Director		New York Office
12:21:19 PM 04/06/2020	Panel communication failure			New York Office
12:25:36 PM 04/06/2020	Valid access event	Chris Jacobs Creative Director		New York Office
12:21:19 PM 04/06/2020	Panel communication failure			New York Office
12:21:04 PM 04/06/2020	Valid access event	Chris Jacobs Creative Director		San Francisco Office
12:20:50 PM 04/06/2020	Valid access event	Tabitha James Software Engineer		San Francisco Office
12:11:19 PM 4/06/2020	Panel communication failure			New York Office
12:10:19 PM 4/06/2020	Panel communication failure			New York Office
12:09:19 PM 4/06/2020	Panel communication failure			New York Office
	Panel communication failure			New York Office

Device	All devices	Status	All statuses	Show More
User	Site	Device		
<div><div></div><div>Chris Jacobs Creative Director</div></div>	New York Office	frontdoor_lock	New	<div><div></div><div></div><div></div></div>
on failure	New York Office	acs6000_panel_5	New	
<div><div></div><div>Chris Jacobs Creative Director</div></div>	New York Office	frontdoor_lock	New	<div><div></div><div></div><div></div></div>
on failure	New York Office	acs6000_panel_5	New	
<div><div></div><div>Chris Jacobs Creative Director</div></div>	San Francisco Office	sf_main_entrance	New	<div><div></div><div></div><div></div></div>
<div><div></div><div>Tabitha James Software Engineer</div></div>	San Francisco Office	sf_main_entrance	Clear	<div><div></div><div></div><div></div></div>
on failure	New York Office	acs6000_panel_5	New	<div><div></div><div></div><div></div></div>

Created a complete table, filter, and bulk actions pattern library. Informed by research insights

Introduced and managed the icon library. Added duotone and multicolor support

Introduced semantic-driven colors, via the design system



Brivo Mobile Pass

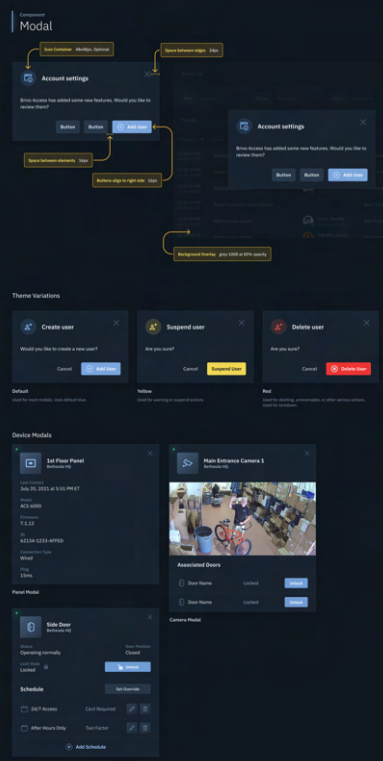
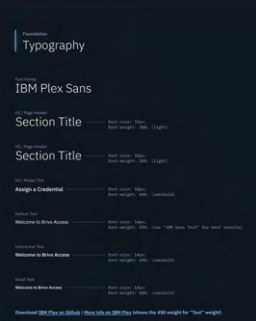
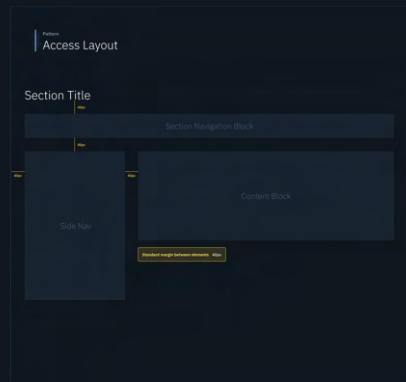
Brivo's consumer app, Brivo Mobile Pass, allows employees & registered guests to unlock doors they have access to. I created the UX, UI, and built the design system for this app.





Brivo One

Our multi-platform design system supported multiple apps in varying technologies: React, HTML/CSS, and natively built for iOS and Android. Our connected patterns & foundations allowed a cohesive UI across products.





Reach

A partnership between the largest consumer stats website (Dotabuff) and the largest esports tournament organization (ESL) to provide an exclusive league where Dota 2 players competed for \$240k+ in prizes.

We created a full league system with a leaderboard, a tier system, real-time (in-browser) queue system, report system, and more. I led the design effort, crafting a vision with constant user feedback.

The screenshot shows the Reach Dota 2 player profile for Mattc0m. The interface includes a top navigation bar with 'HOME', 'LEADERBOARD', and 'MATCHES' tabs. A 'PLAY NOW' button is prominently displayed. The profile header shows the player's name 'Mattc0m', their tier 'S TIER #20', and a 'LIVE NOW' status with a score of '33 - 26' and a time of '39:25'. Social media links for Twitch, Twitter, and Discord are also present.

The main content area is divided into several sections:

- Overview:** Displays the player's rank 'Rank #20' and a 'View leaderboard' link.
- Hero Summary:** A table showing the player's performance across five heroes: Phantom Assassin, Chen, Lifestealer, Necrophos, and Spiritbreaker. The table includes columns for kills, winrate, and KDA.
- Career Highlights:** A section showing key achievements: 'Pinnacle' (Season 1 Rank), 'Best Winstreak' (14), and 'Games on Reach' (425).
- Recent Matches:** A list of recent matches, each showing the player's role, score, time, and network.
- About:** A bio section stating the player's name is Tralfamadore, formerly of SK-Gaming and now Trademark Esports for Heroes of Newerth. It also mentions their age (31 years old), location (Morgantown, WV), and playing positions (Position 1 and Position 2).
- Status:** A section indicating the player is 'Looking for Team' and seeking 'Core & Carry' positions.



Style guides

TrackDota

Logo



TrackDota Style Guide

Typography

TrackDota Style Guide

Hello, world.

Product Sans — Brand Font
Used in logo and marketing. Probably not in UI.

Team Bio

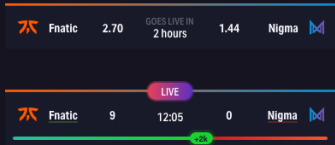
After Natus Vincere and Fnatic both underperformed at The International 2014, two key members of the two organizations, Kuroky and N0tail, respectively, had an idea for a team that was run by the players, not beholden to any esports organization.

Aktiv Grotesk — Content Font
Used for paragraphy and body text.
Most sections that are content-focused will use this.

The International



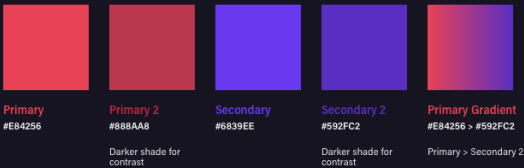
Aktiv Grotesk Condensed — UI Font
Used for small text, headlines, stats, etc.
Most cards or smaller widgets will use this.



Color

TrackDota Style Guide

Brand & UI Color



Dota & Visualization Color



These style guides served as the foundation for our design system

Reach

1 | LOGO



Logomark



Logo Text



Logomark (Single Tone)



Logo Text (Single Tone)

2 | TYPOGRAPHY

Industry

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Used for large headlines, marketing materials, and landing page.

Manrope

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Used as the primary body font and UI font.

3 | COLORS

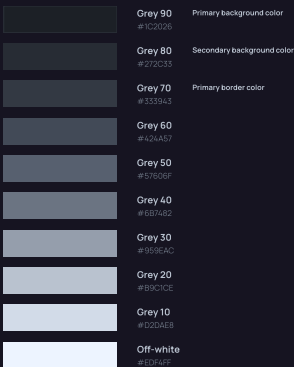


Teal
#1CEDDC
28 237 220
Can be used to signify Radiant.

Pink
#E82C79
235 44 121
Can be used to signify Dire.



Yellow
#DEBD39
28 237 220
Used as a highlight color.





Branding & photography

I ran several branding workshops with executives to handcraft a unique brand to stand apart in the highly competitive gaming advertising space. As a startup, I was also the *official photographer*.

Logo



Colors

Primary Colors



Illustrations, icons, and backgrounds

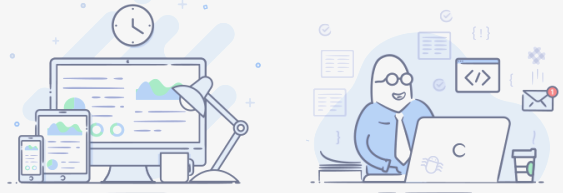


Gradients



Iconography & Illustrations

Illustrations Assets / outlined_illustrations



Typography

Headline



Body

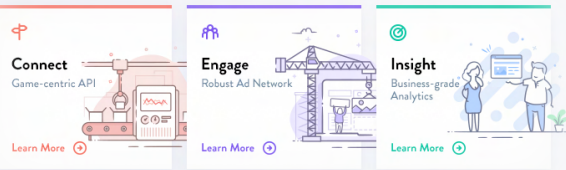
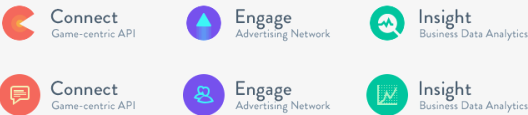


We're building the next generation of products for games.

Brandon Grotesque has a friendly, welcoming style that feels conversational and approachable.

We love building products for games. We are the leaders of bringing data-focused solutions to our products.

Europa is slightly less condensed, has better readability, and feels like a more natural sans serif, making it a perfect pairing.



I helped organize design discussions, designed presentations, and worked closely with the founding team to create collaborative onsites. Also: befriended the CTO's dog.




Shadow

I co-founded a data analytics tool for esports teams (think: Money Ball for games) with fellow esports guru Chris Schetter. In 2016, DOJO MADNESS acquired our product, which we continued to manage & develop until 2019.


Timeline

2016

 *First wireframe*

Created CSGO Pro Tools


Chris & I created a standalone tool for analyzing Counter-Strike matches



Acquired by Dojo Madness


Our product was acquired and we rebranded as Shadow

2017



Launched Dota 2 product


New design & product market



Launched League of Legends product


New design & product market

2018



Launched Broadcast product

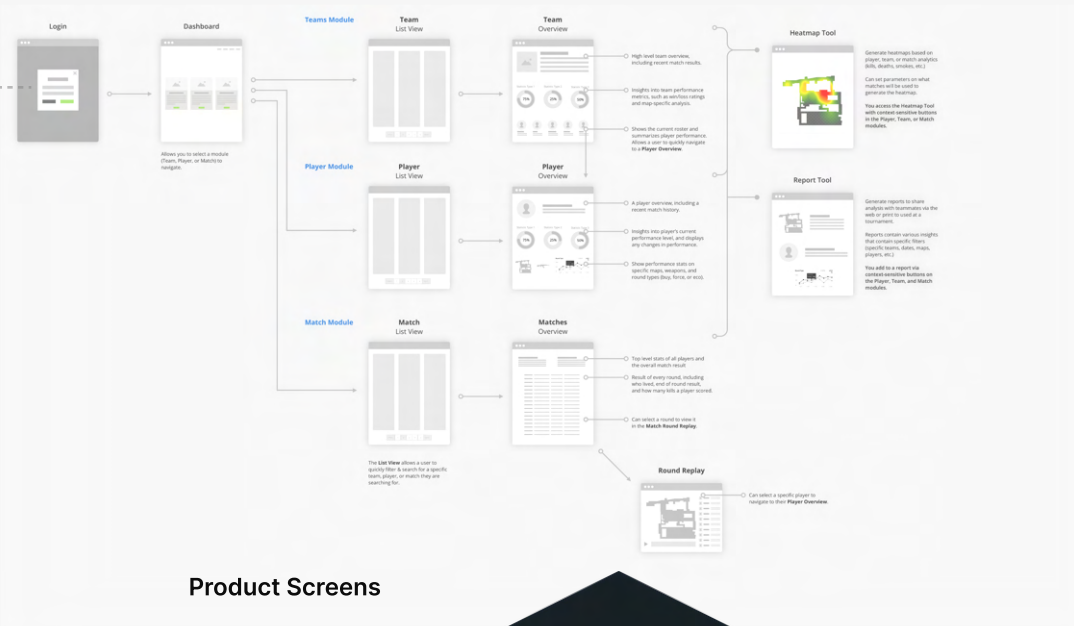
New design & sales vertical



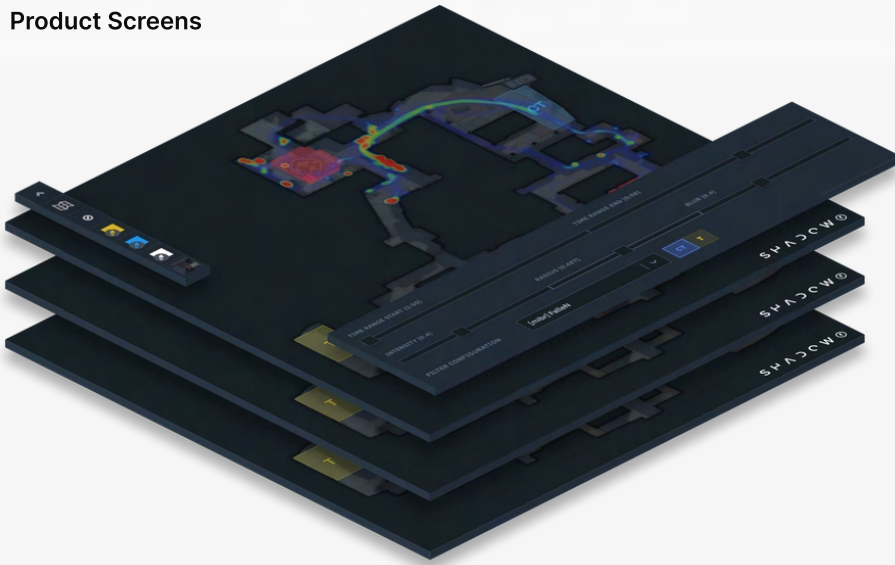
Launched Shadow v4

New report tool, new 3D visualizations, updated design

Initial Pitch



Product Screens




Notable Clients




Shadow




CSGO Product



Dota 2 Product



League of Legends Product

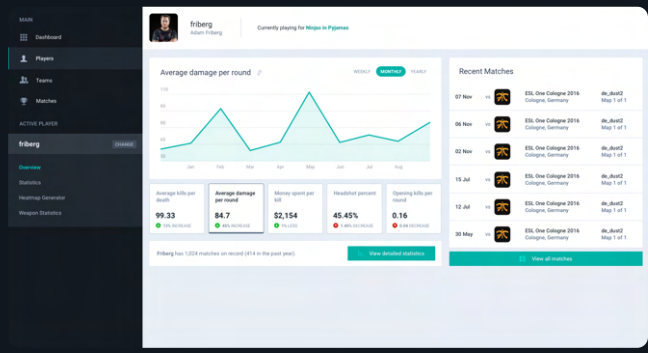
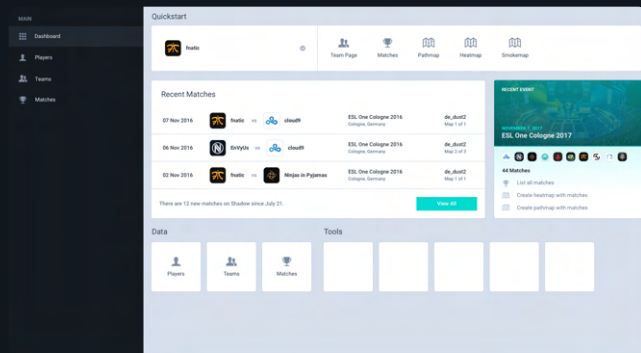
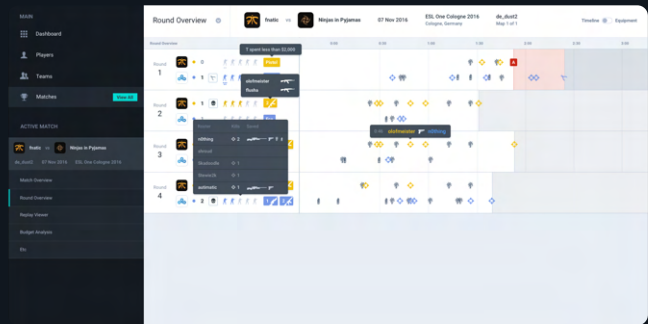
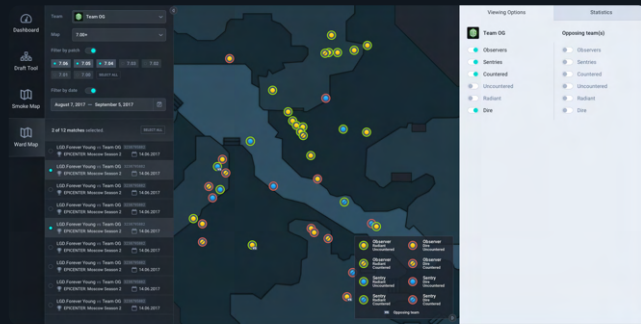


Broadcast Product

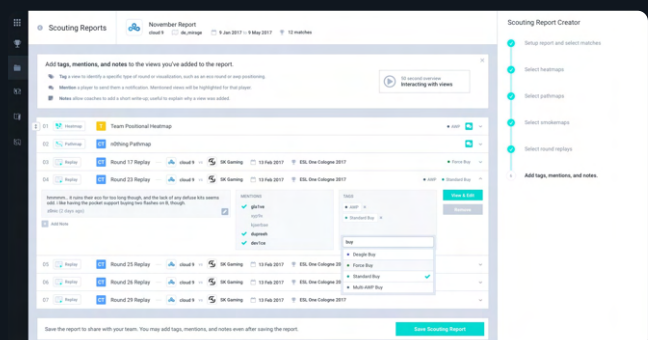
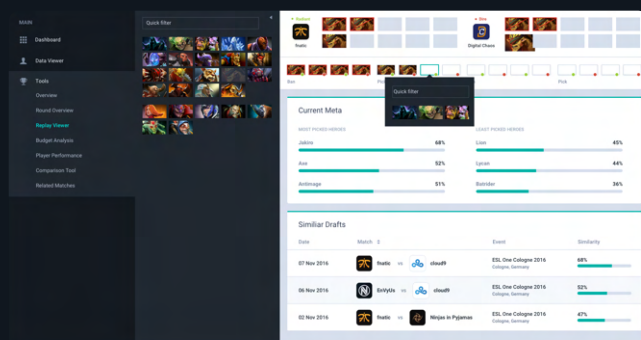
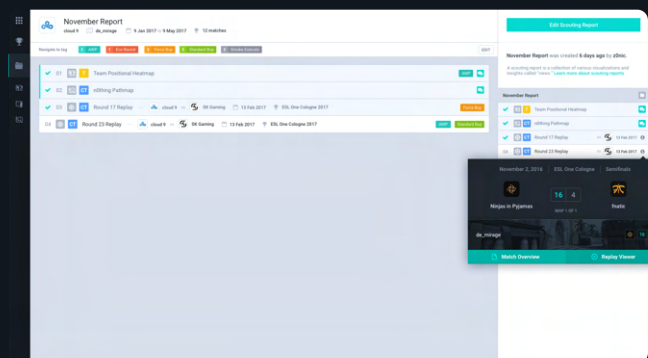
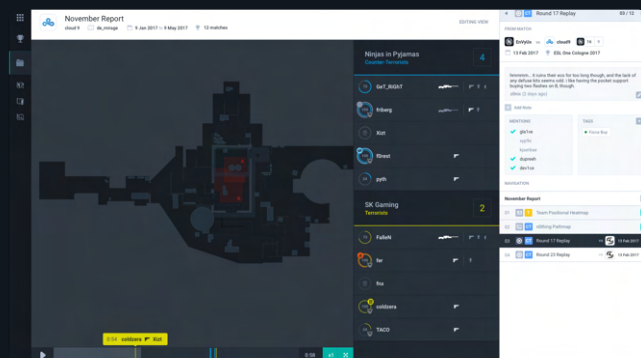


Product design

v1



v2



Design system

Created a multi-product design system which we served as a git repo to serve as the frontend foundation. I developed and maintained this library with the help of a designer and frontend developer.

SHADOW

Welcome to Shadow 4.0

Datasets

Introducing datasets

A few more things

Reports

Introducing active reports

An overview of reports

Adding to reports

Sending a report

A quick note on tool settings

SHADOW

SHADOW CSGO 4.0

Welcome to Shadow CSGO 4.0

The explore page is the new way to use Shadow CSGO. It allows you to create a new dataset or select an existing dataset.

A dataset is a collection of match filters. You can also manually select matches within those filters to narrow down to just the matches you'd like to see. After you've saved a Dataset, you can access any of our visualizations - Heatmaps, Pathmaps, Snokemaps, and, of course, 3D Replay.

A dataset must be selected or created before accessing tools. However, you no longer are required to set filters or select specific matches before using a tool - it's always pulled from the dataset!

Show me around the new Shadow

Standard Table

Radiant

BANS

PICKS

Dire

BANS

PICKS

TIME	TOTAL	ON 1	ON 2	ON 3	ON 4	ON 5
10 - 15	2	0	1	1	0	0
20 - 25	1	0	0	0	0	0
25 - 30	1	0	0	0	0	0
35 - 40	1	0	0	0	0	1

Hover

Radiant

BANS

PICKS

Dire

BANS

PICKS

TIME	TOTAL	ON 1	ON 2	ON 3	ON 4	ON 5
10 - 15	2	0	1	1	0	0
20 - 25	1	0	0	0	0	0
25 - 30	1	0	0	0	0	0
35 - 40	1	0	0	0	0	1

DATE	MATCH	RESULTS	MAP	TOURNAMENT
07 Apr 2018	fnatic vs cloud9	16 9	de_overpass	MDL - Mountain Dew All-Star
28 Nov 2017	Astralis vs cloud9	21 18	de_dust2	ESL One Cologne 2017
28 Nov 2017	Virtus.pro vs cloud9	16 14	de_cache	ESL One Cologne 2017

Average Damage per Round

98.1

Average Kills per Round

1.05

98.1

ADR

1.05

ADR

Average Damage per Round

98.1 ↑ 13%

Average Kills per Round

1.05 ↓ 13%

Average Kills per Round

1.05 → 0%

98.1

↑ 13%

ADR

1.05

↓ 13%

ADR

1.05

→ 0%

ADR

Average Damage per Round

98.1 ↑

Average Damage per Round

98.1 ↓

Button

Button

Average Damage per Round

98.1 ↓

Average Damage per Round

98.1 ↓

Button

Button

Average Damage per Round

98.1 →

Average Damage per Round

98.1 →

Button

Button

Tab 1

Tab 2

Tab 3

Tab 1

Tab 2

Tab 3

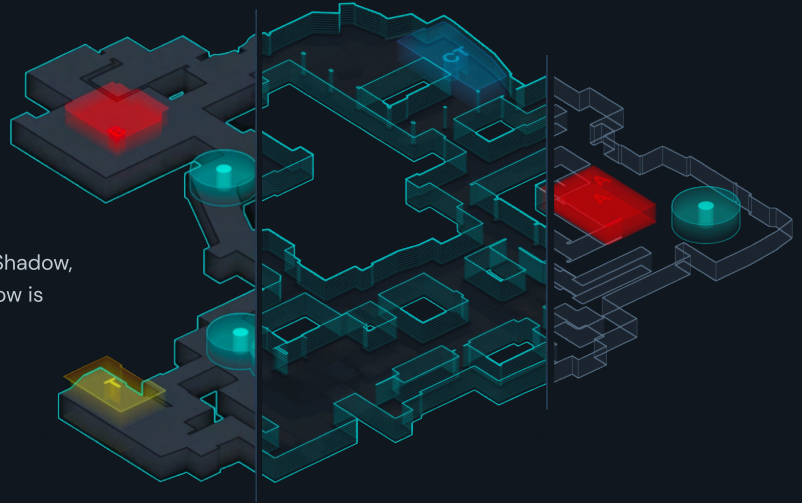
Button

Button

Marketing & branding

Prepare like champions. Perform like champions.

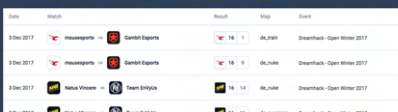
Enter every match with an advantage. That's the power of Shadow, the most complete esports analytics tool. Learn why Shadow is the essential tool for the best coaches in esports.

[Get in touch](#)

NEW & IMPROVED SCOUTING REPORTS



NEW UI, MORE MATCHES, TEAM LOGOS, & MORE



SHADOW

Get ready for new features
in 2018 & beyond



ALL-NEW ROUND TIMELINES



I also designed a lot of basemaps.

Thanks for viewing

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Lead Product Designer
UX Design +
Visual Design +
Design Ops +
Team Lead