

MATHEW MYTKA

Responsible Product & Service Innovator

SERVICE DESIGN

LEAN UX DESIGN

SYSTEMIC DESIGN

#HUMAN CENTRED DESIGN

#DATA TRUST BY DESIGN

#RESPONSIBLE INNOVATION

#BEHAVIOUR DESIGN

#SYSTEMS THINKING

DESIGN PORTFOLIO



I'm a generalist design practitioner with over a decade experience in UX, service and systemic design.

I've worked on web and mobile applications, designing for platform ecosystems through to service design and transformation projects. I've co-authored playbooks used by thousands of practitioners and shaped CX guidelines and standards for data sharing ecosystems impacting millions.

I hope you enjoy this small selection of projects that demonstrates my unique and versatile skill set.

Life can be messy.

Embrace the grey areas and create rainbows.

Sometimes projects have less mess and complexity.

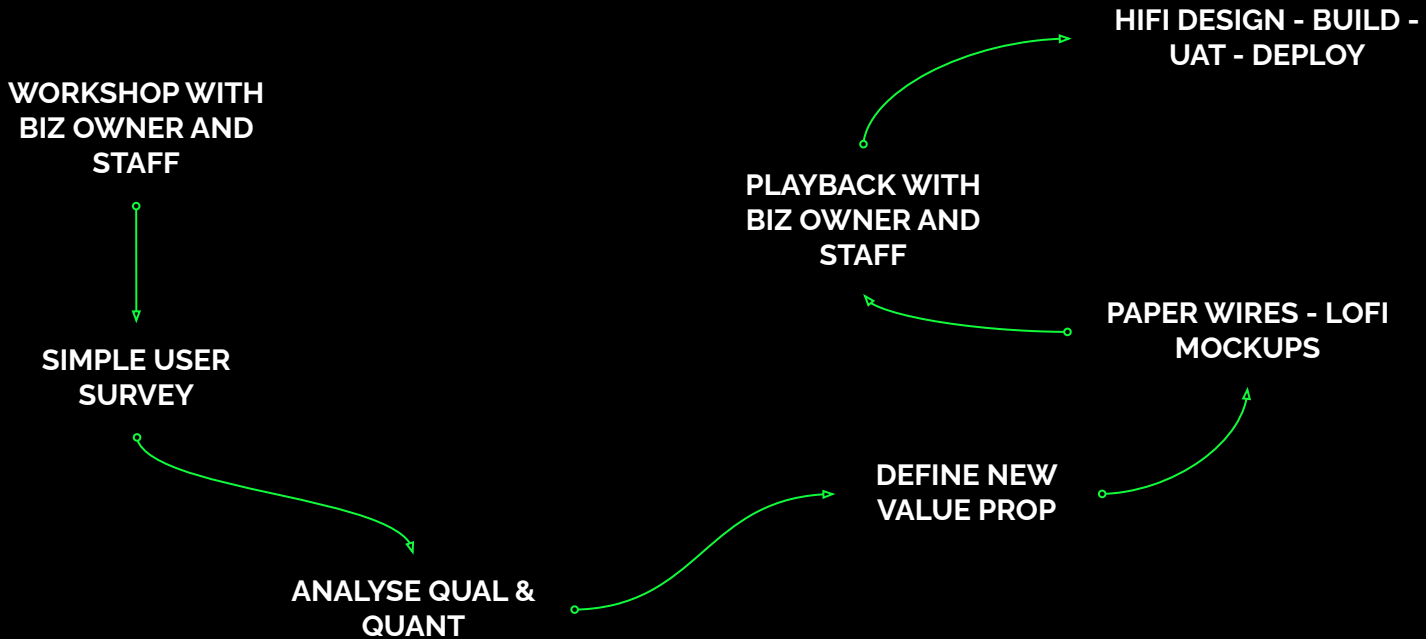
LEAN UX DESIGN

Design and build a new responsive website for a restaurant and catering business.

KEY CHALLENGES

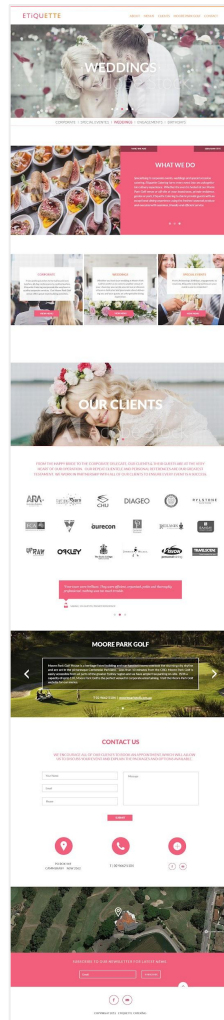
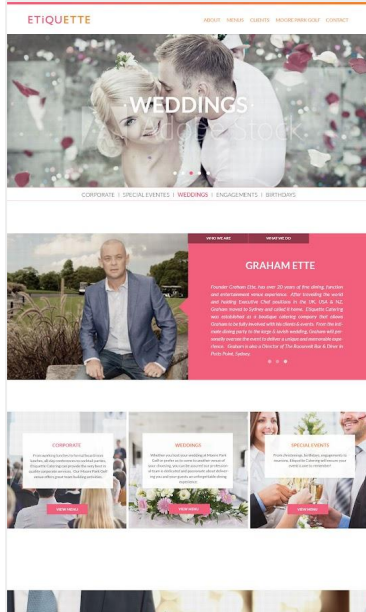
- ⊕ Unclear value proposition
- ⊕ Time constraints with 3 week turn around

PROCESS



OUTPUT

EXAMPLES



*stock images replaced or purchased

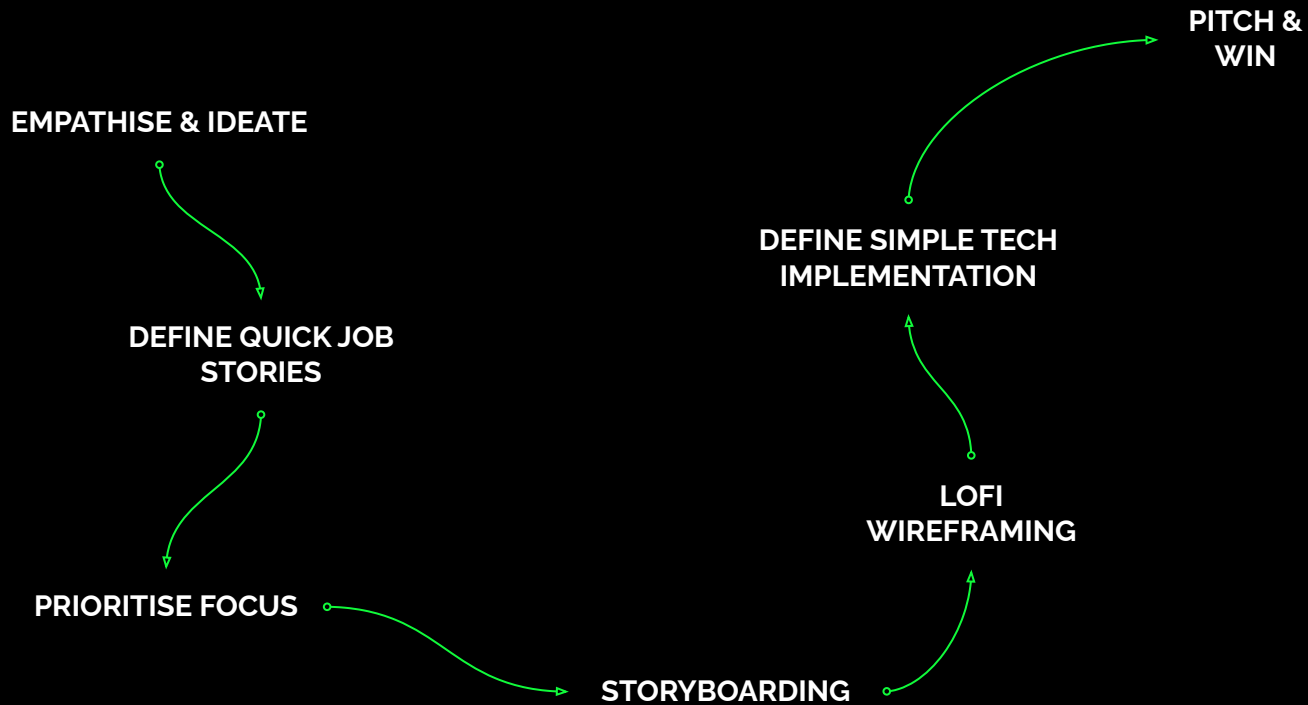
LEAN UX DESIGN

***Hackathon project for NFP Hello Sunday Morning
(Health Hack 2017)***

KEY CHALLENGES

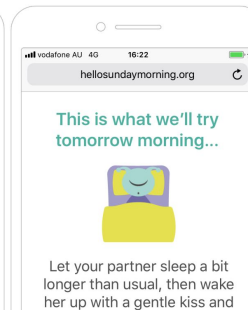
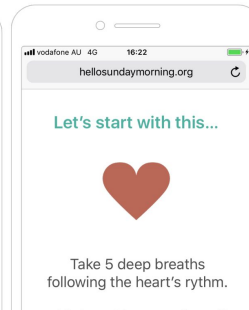
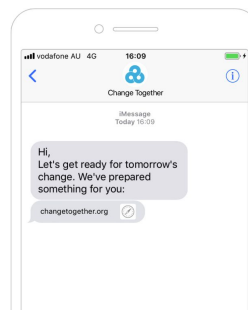
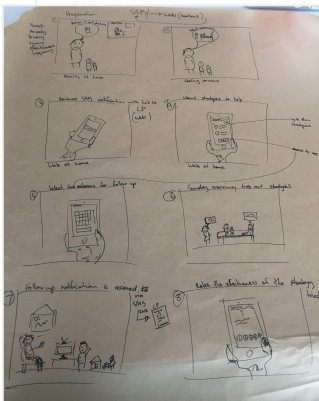
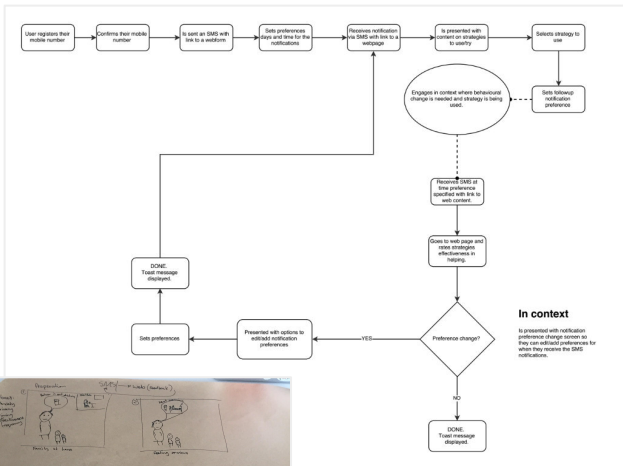
- ⊕ Domestic relationship dynamics and sensitivity
- ⊕ Habit forming interactions
- ⊕ Needing simple technology implementation
- ⊕ Tight time constraints

PROCESS



OUTPUT

EXAMPLES



*project went to being developed open source

LEAN UX DESIGN

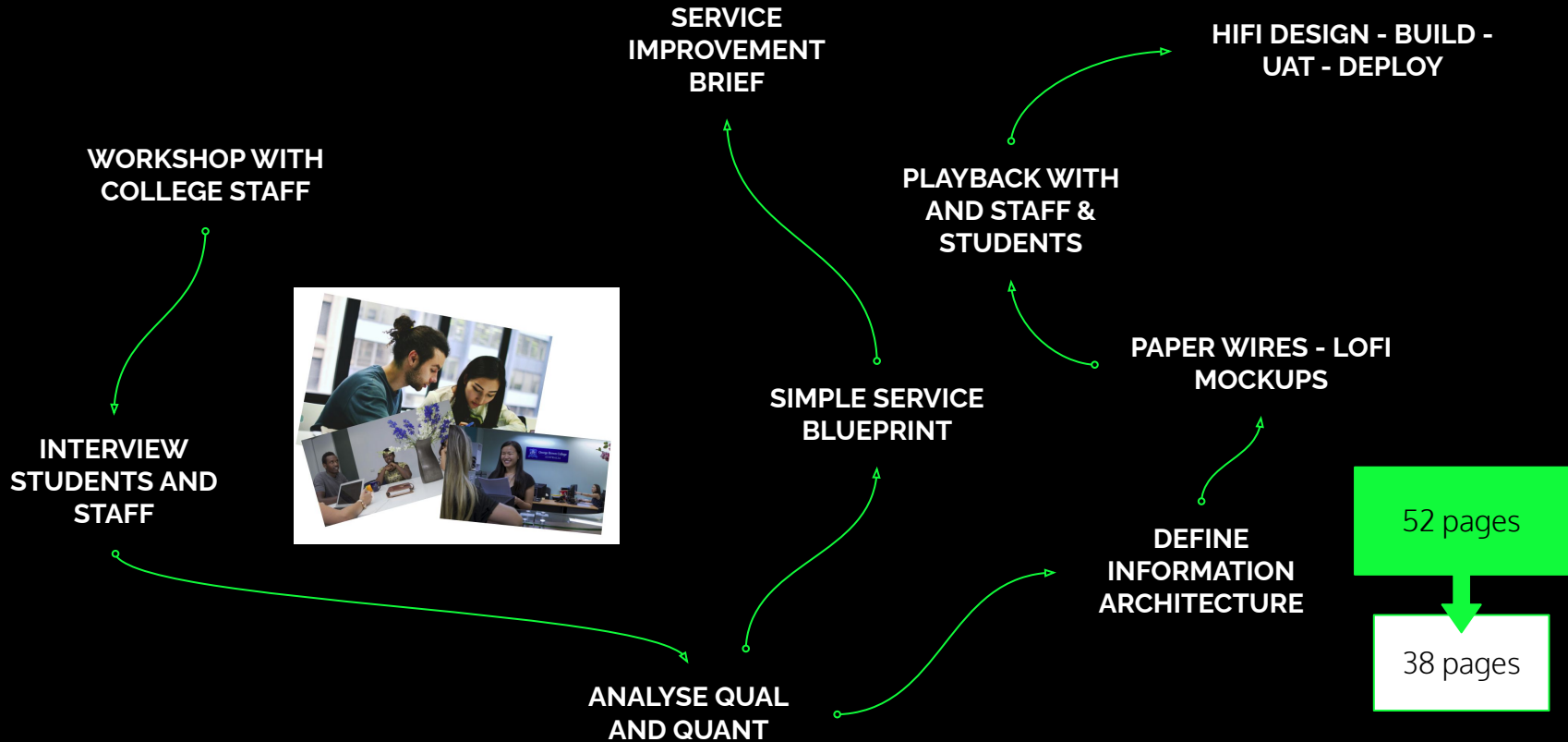
SERVICE DESIGN

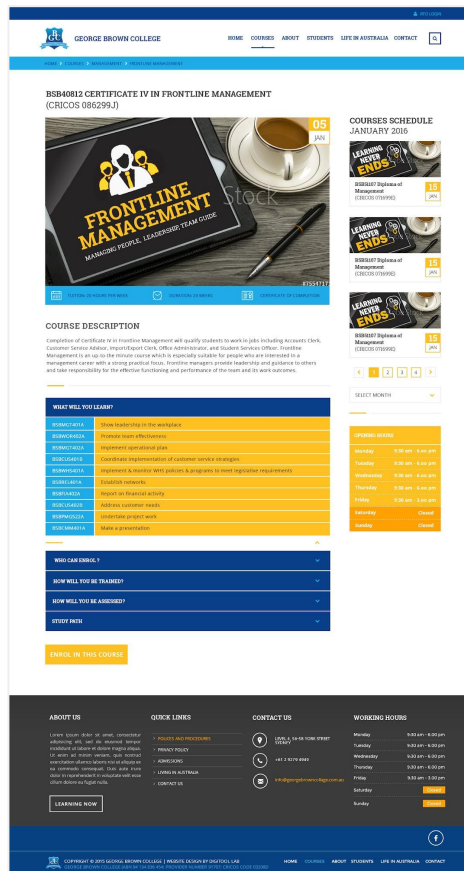
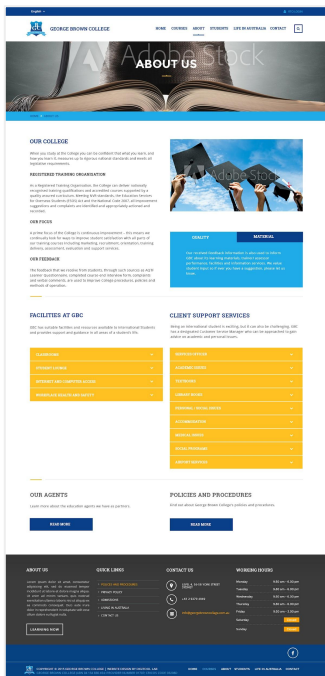
Design and build a new responsive website for a college and make recommendations for service improvements and path to change.

KEY CHALLENGES

- ⊕ Strict compliance requirements for content
- ⊕ 52 pages to condense
- ⊕ New programs and courses lacking propositions
- ⊕ Outdated delivery and operational infrastructure

PROCESS





*stock images replaced or purchased

Sometimes projects are non-linear, and have lots of messiness and complexity. Just like life.

LEAN UX DESIGN

SERVICE DESIGN

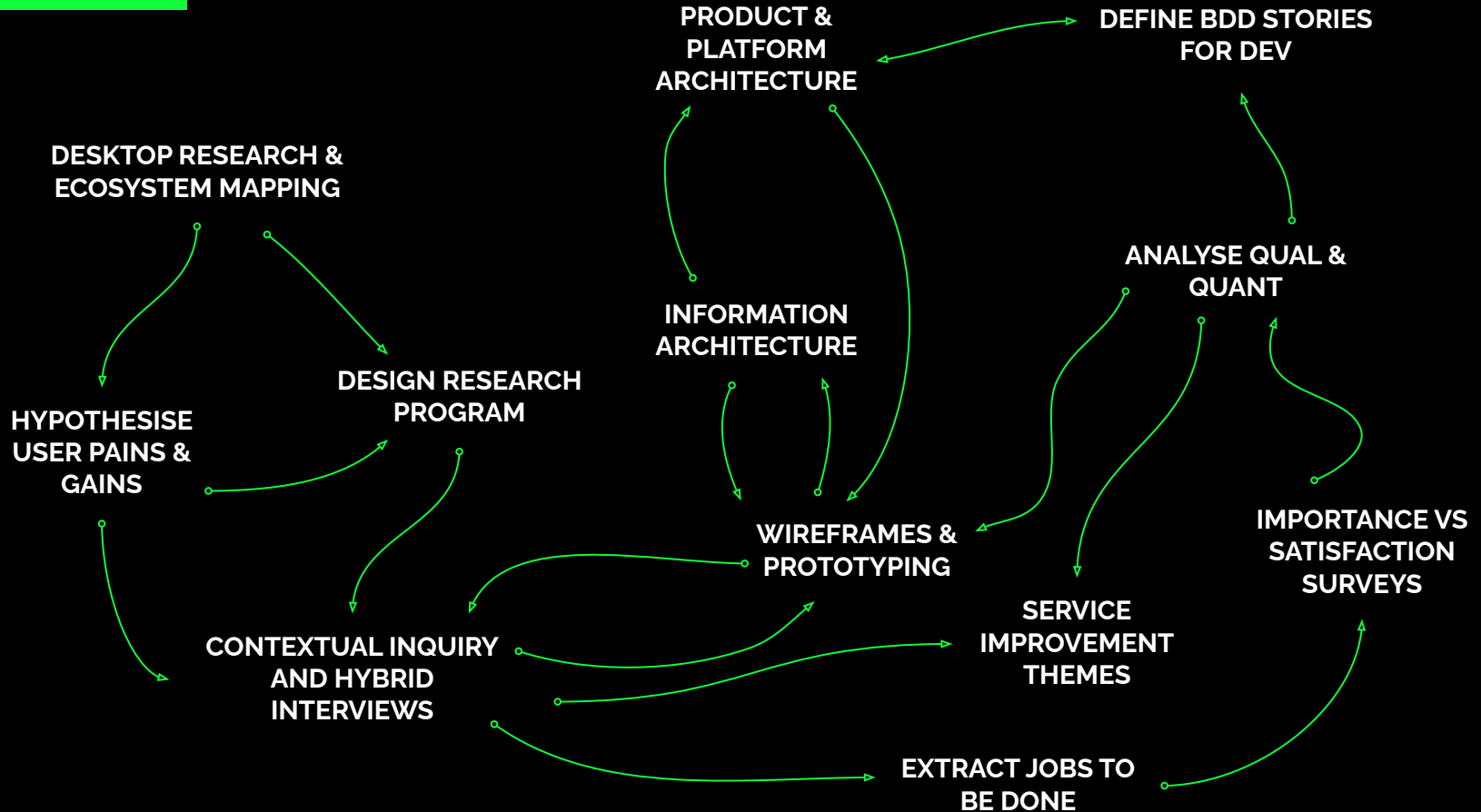
SYSTEMIC DESIGN

***Proof of concept open source platform ecosystem
for lifestyle and behaviour change.***

KEY CHALLENGES

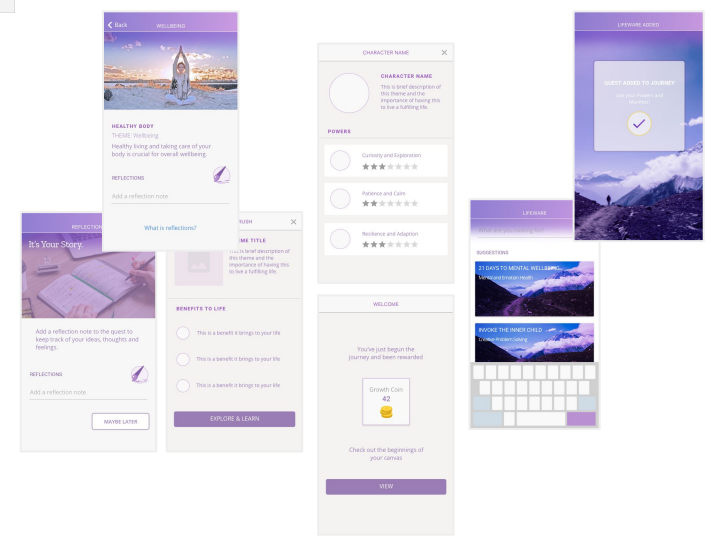
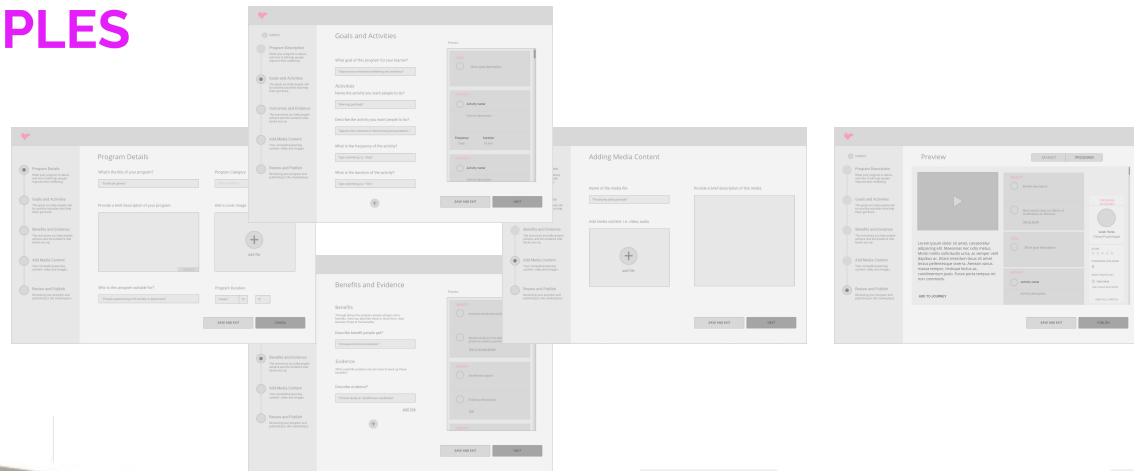
- ⊕ Crypto-economic incentives design
- ⊕ Health systems data interoperability and standards
- ⊕ Need for privacy and security by design
- ⊕ Multi-sided platform user types
- ⊕ Habit forming interactions

PROCESS



OUTPUT

EXAMPLES



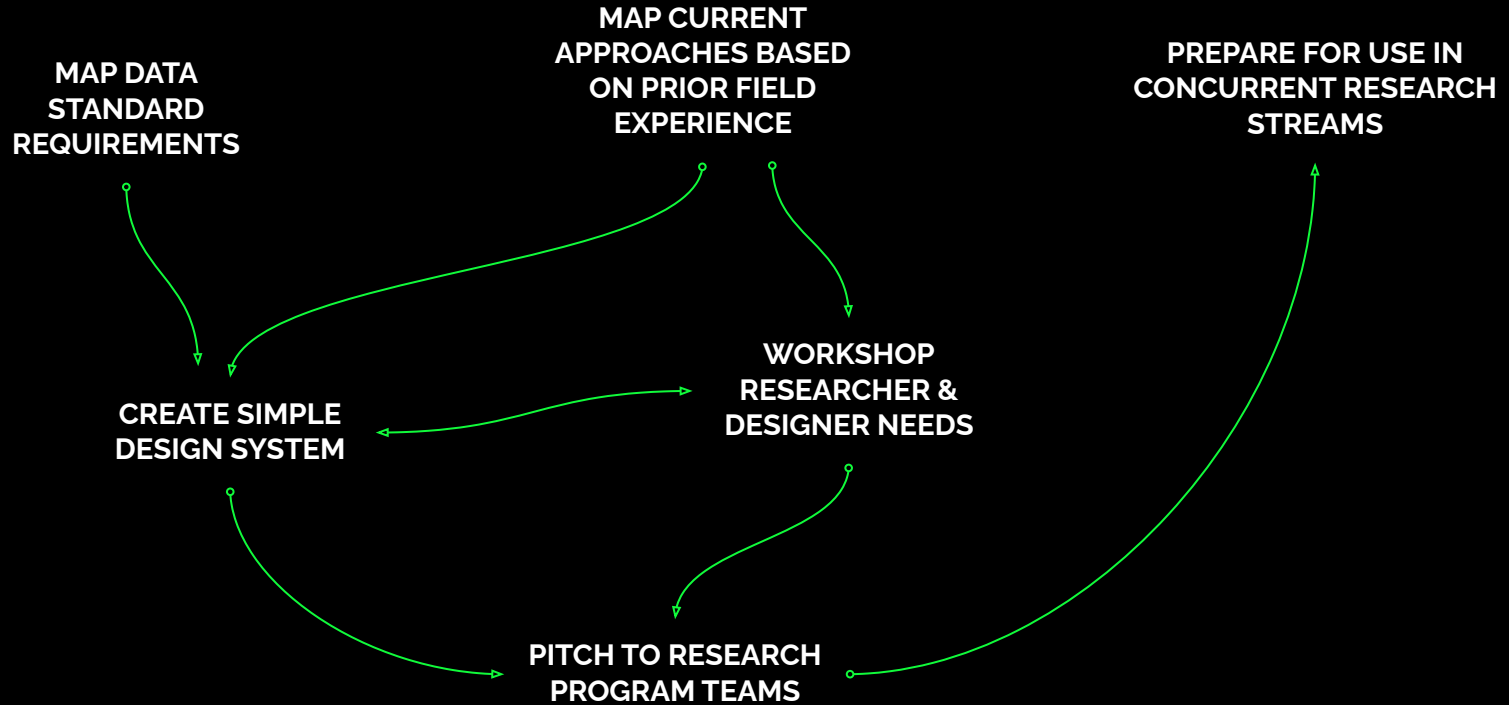
LEAN UX DESIGN

Create a simple atomic design system for Consumer Data Right standards and CX guidelines research programs .

KEY CHALLENGES

- ⊕ 10 day turn around
- ⊕ Counterintuitive approaches for other design teams
- ⊕ Framing new research methodologies with inline annotation
- ⊕ Extensible system for Data Standards Body to adopt and adapt

PROCESS



1: Consent Atoms

Trust Mark

Close Request

Proposition Statement

See Requesting Function

Recipient Request

Cluster Item

Cluster Item - Toggle

Data Item List Item

Data Field - Item Toggle

Processing Request

Processing Result

Processing Error

Processing Success

Duration Controller - See Controller

Toggle

Off On

Affirmative Action

Button Yes Button No

Cancel Confirm

Progressive Consent

None Doing Opted Out Opted In

Select List Molecular

2: Consent Molecules

Recipient Request

Cluster Context

Affirmative Action Containers

Button

Data Holder

Select List Item

Accredited Recipient

Request Confirmation Card

Visual

Do you want to share this information?

Connect List Item

Consent Confirmation Card

3: Consent Organisms

Progressive Consent

Container With Toggle

Container With Toggle

Source Item

Cluster Item

Data Cluster

Processing Request

Processing Result

Container With Toggle Expanded

Container With Toggle Expanded

Source Item

Cluster Item

Data Cluster

Processing Request

Processing Result

LEAN UX DESIGN

SERVICE DESIGN

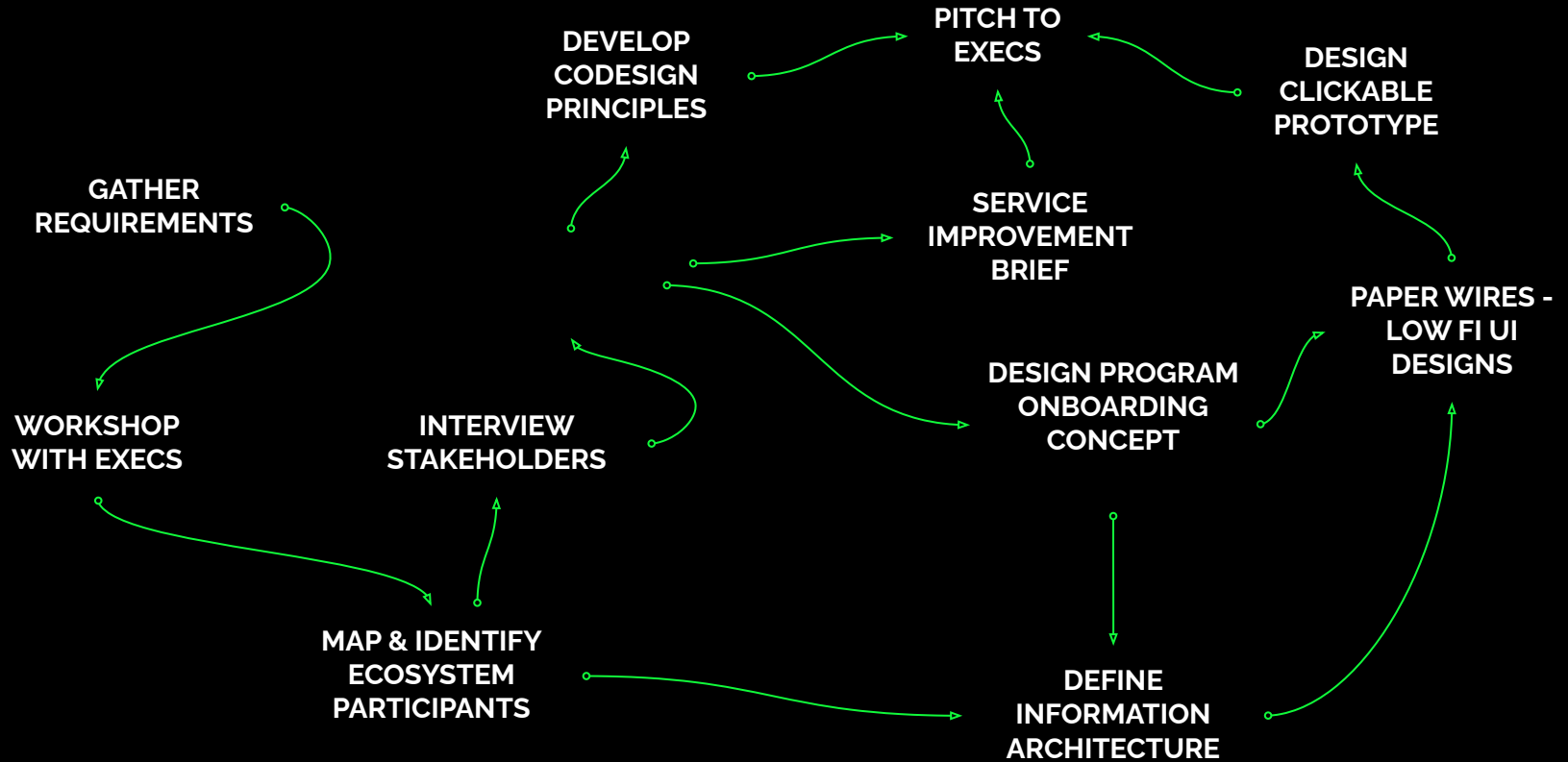
SYSTEMIC DESIGN

Create a concept prototype for Data For Good project website, service transformation guidance with co-design principles for bootstrapping ecosystem participation.

KEY CHALLENGES

- ⊕ In progress programs to integrate with
- ⊕ Ecosystem complexity and data use sensitivity
- ⊕ Surface how operationalised data ethics framework in UX
- ⊕ Legacy systems and processes to upgrade

PROCESS



Home | About | Our Impact | Projects | Partners

Data For Good

Co-creating a Better Canada with data insights and you.

Helping Canada To Flatten The Curve

Privacy At The Foundation

Big Data Insights. No Compromise On Privacy

Ethical Decisions For All To See

Home | About | Our Impact | Projects | Partners

Remarkable Outcomes For All Canadians

"Relevant and powerful quote that speaks to DFG purpose can go here..."

A Vision For A Better Canada

Clean Water	Smarter Cities	Energy Sustainability
Strong Infrastructure	Democracy	Food Sustainability
Digital Literacy	Adaptive Economy	Crisis Planning

How Data For Good Is Funded

The Verifiable Trust Model

Trust x Value x Respect x Security

Home | About | Our Impact | Projects | Partners

Help Design A Better Future

Learn About Our Co-creation Process

Coordinating And Crowdsourcing Insight

Organisations | Researchers | Citizens

Values Driven Community Process

Home | About | Our Impact | Projects | Partners

Projects Using Data For Good

Projects Creating Better

Showcase Project

Improving Life Outcomes (PiC) Clean Water

Past Projects | Active Projects | Proposed Projects

Designing A Socially Preferable Future

Unacceptable | Acceptable | Preferred

Joining The Data For Good Community

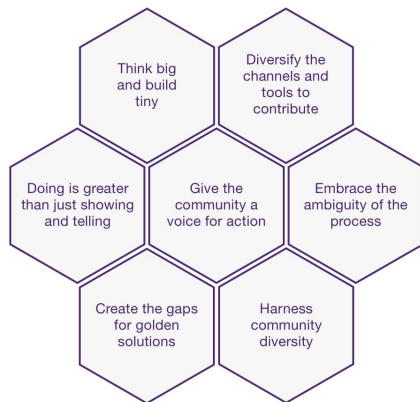
Diversity
Interact with a diverse community passionate about making people lives better using data and technology.

Inclusion
Be included in shaping the future of technology and the outcomes that matter for you and your fellow Canadians.

Agency
Be given the freedom to choose how you engage and share your data within projects and the community.

[Continue With Signup](#)

[View Our Community Values](#)



Personalizing Your Experience

Select 3 or more areas you're interested in

Sustainable energy Research participant Environmental challenges

Community moderation Food sustainability Ethical technology

Citizen wellbeing Fire and food evacuation planning

Voting on project proposals Data privacy and security

[Go To Previous Step](#) [Go To Final Step](#)

Our Relationship Is Built On Trust

Value Exchange
We aim to deliver value to you and all Canadians and expect you'll follow suit and bring value too.

Mutual Respect
We are committed to the ethical use of data, respecting what you share and the diverse needs of the community.

Privacy and Security
We give the freedom to choose how you engage and share your data within projects and the community.

[Go To Previous Step](#) [Continue With Signup](#)

[View Our Relationship Agreement](#)

LEAN UX DESIGN

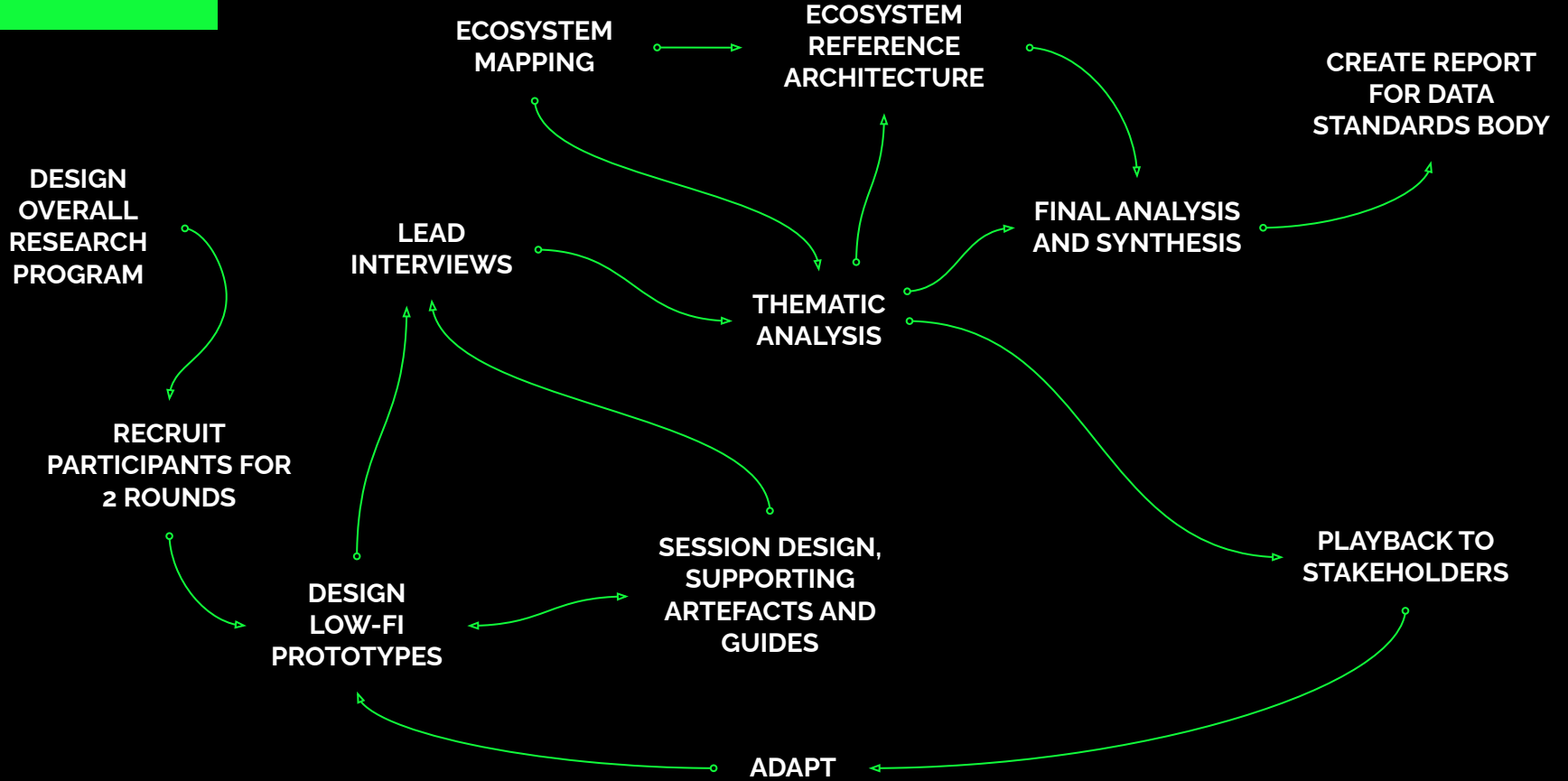
SYSTEMIC DESIGN

Lead research and design program for consent management and revocation as part of Consumer Data Right (CDR) discovery phase.

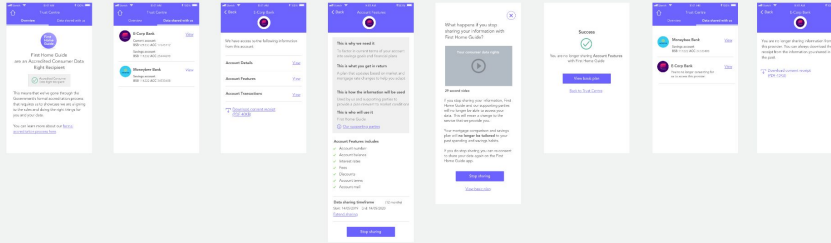
KEY CHALLENGES

- ⊕ Aligning to and challenging existing technical standards
- ⊕ Ecosystem complexity and data use sensitivity
- ⊕ Introduce hybrid Data Trust by Design research methodologies
- ⊕ Legacy systems and processes to upgrade

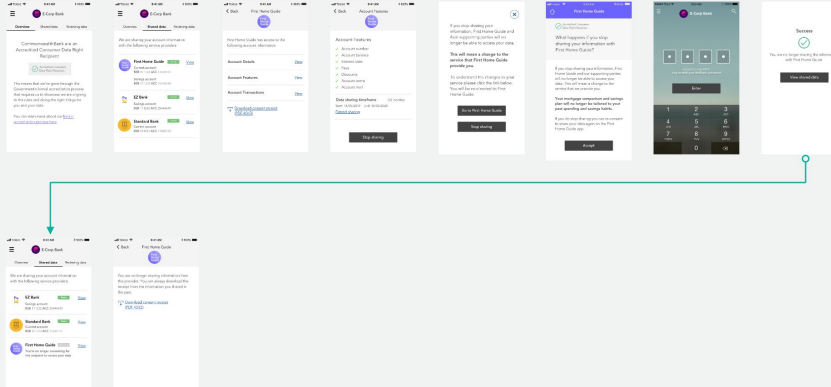
PROCESS



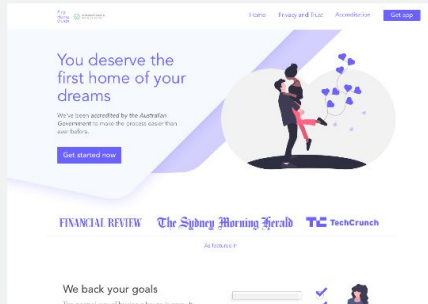
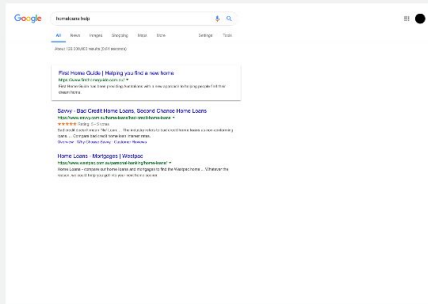
Data Recipient



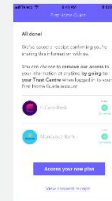
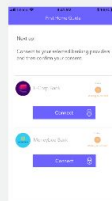
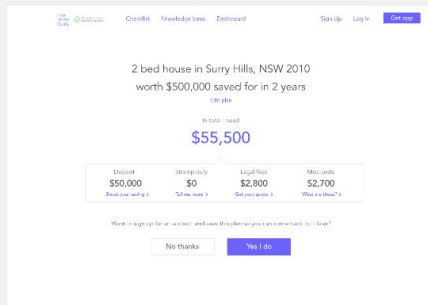
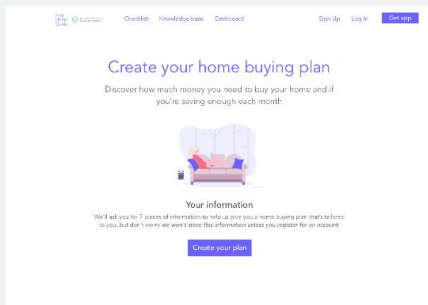
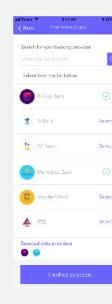
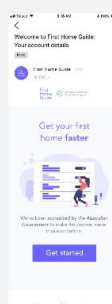
Data Holder



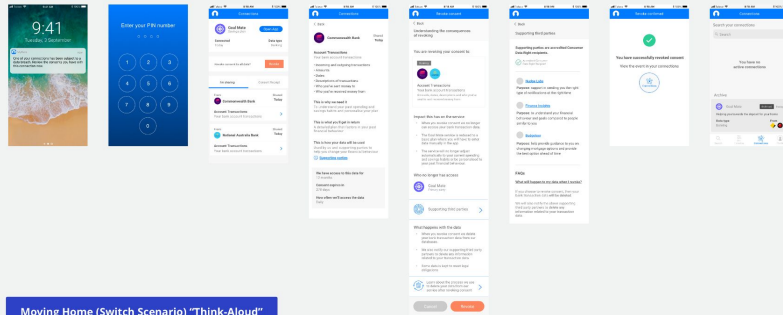
Scenario and Value Proposition



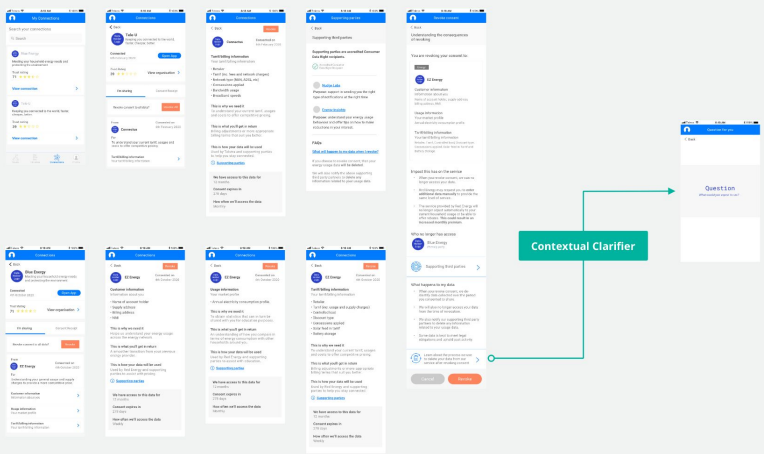
Consent and Connect



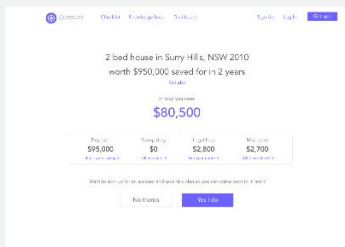
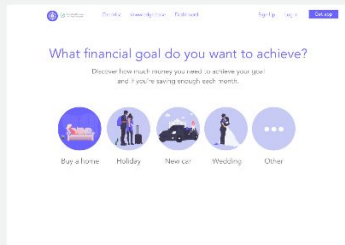
Manage and Revoke



Moving Home (Switch Scenario) "Think-Aloud"



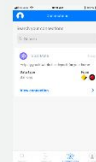
Scenario and Value Proposition



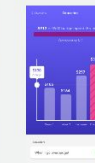
Consent and Connect



MyData Secure Setup



Value Appropriation Support



LEAN UX DESIGN

SERVICE DESIGN

SYSTEMIC DESIGN

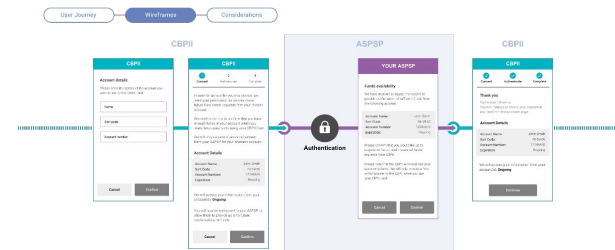
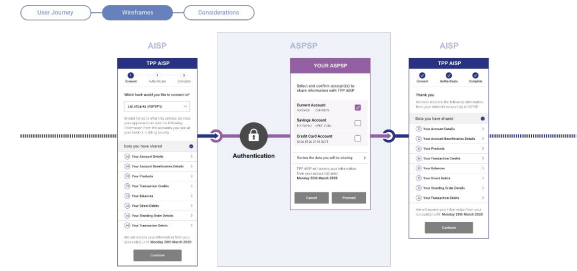
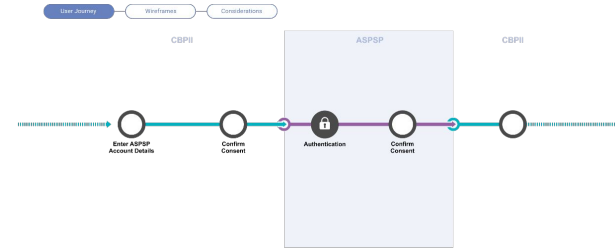
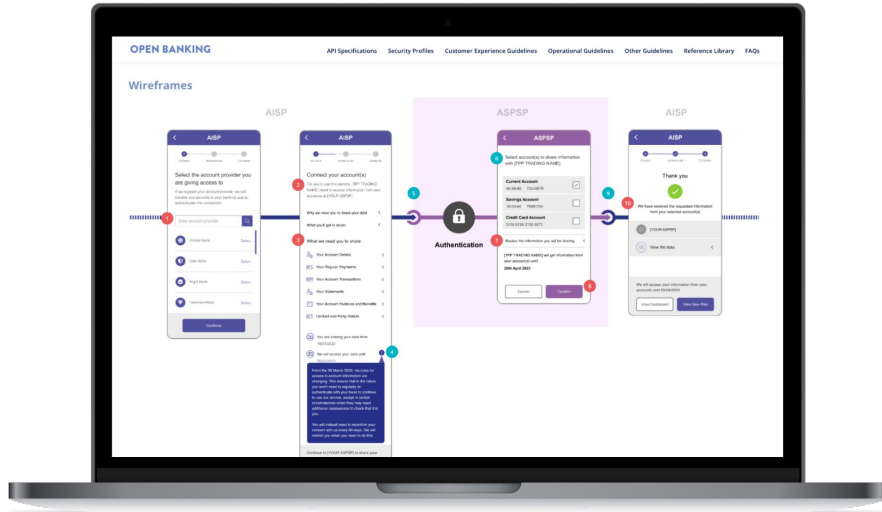
Create reference designs, user journeys and recommendations for service transformation for Open Banking (UK) CX guidelines and standards.

KEY CHALLENGES

- ⊕ Balance positive and negative friction
- ⊕ Align to Data Trust by Design metrics
- ⊕ 51 user journey variations across 9 different ecosystem participant types
- ⊕ Codify consent for compliance across GDPR and PSD2
- ⊕ Guidance for service transformation of organisational ecosystem participants

OUTPUT

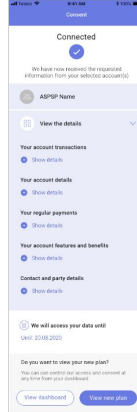
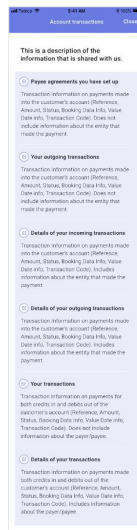
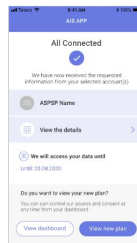
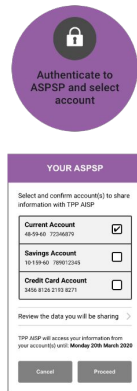
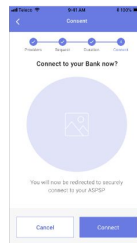
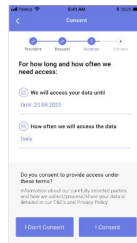
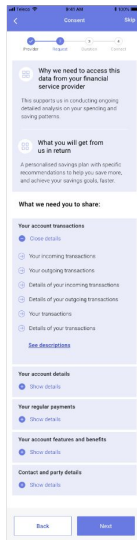
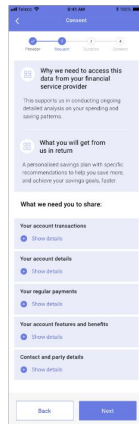
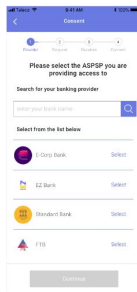
EXAMPLES



*Covered all 51 journeys in design system with associated documentation on guidelines

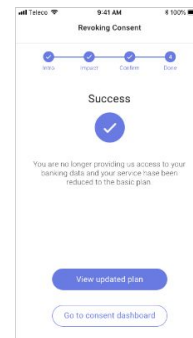
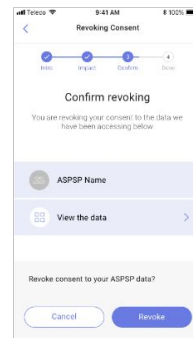
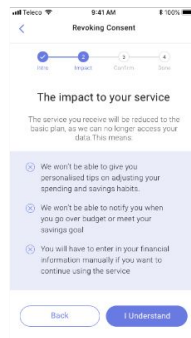
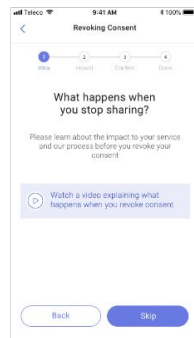
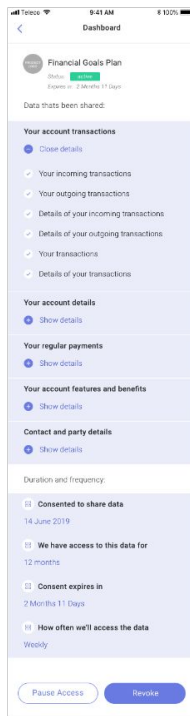
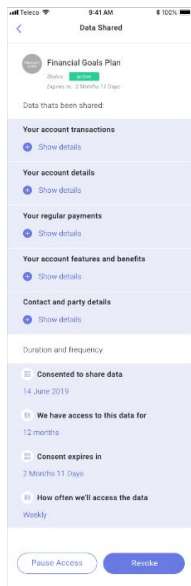
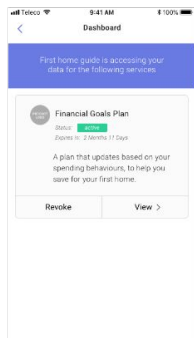
OUTPUT

EXAMPLES



OUTPUT

EXAMPLES





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To discuss my broader design, systems change and transformation work send me an email or connect with me on LinkedIn.

