

Matt Isaacs

UX Strategist and Product Design Leader



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Portfolio <https://mattisaacs.figma.site>

Skills

User-Centered Design

Cross-Functional Team Leadership

Prototyping

Accessibility (508 / WCAG)

Mentoring & Team Building

Stakeholder Management

Responsive, Adaptive and Mobile Design

Designing in Agile

Usability Testing

Heuristics Evaluation

I've spent more than 20 years leading teams to evaluate and create transportation systems that increase user satisfaction and improve efficiency. Notable clients supported include the FRA, Veolia Transdev, FAA, and the United Nations. My people-first approach to leadership and problem-solving also fosters happy and productive teams. Let's work together to build something that makes a difference.

Key Accomplishments

- Founded a UX consultancy; managed **8** designers, doubled UX capacity and generated >10x ROI.
- Led UX research and design for **8** transportation projects in 5 years, 5 with multi-user workflows.
- Successful project management of **6** transportation R&D programs.
- Received **10 awards** for exceptional service, including from FRA, FAA, the DOT Secretary, and the Air Traffic Control Association.
- Executed **3 RFPs** in the rail research domain.
- Presented research at **3** national conferences and for **3** Secretaries of Transportation.

Work Experience

US DOT Volpe Center, Cambridge, MA

2001 - Present

Directing UX Strategy (Title:

Operations Research Analyst GS-14)

2019 - Present

- Successful end to end ownership of the FAA mobile platform that evaluates airline safety risk and compliance, for 5 years. Led full customer journey from user research through design, prototyping, development, launch and O&M.
- Stood up a design system from scratch using Figma, evaluated it with transportation stakeholders, and scaled it for use across 15 application modules. Increased design cycle times by more than 5x within a month.
- Led cross-functional teams of 12 and live facilitation of up to 25 stakeholders in complex technical domains to generate requirements and designs for multi-user systems.

Tech & Tools

Figma

Miro

Adobe Creative Suite

GIMP

Jira

Google Workspace

Python

Tableau

SQL

Education

BS, Engineering Psychology

Tufts University, Somerville, MA

Interests

Brazilian Jiu Jitsu

Snowboarding

DIY Tech Projects (Python, RaspPi,

Node.js)

Directing UX Strategy, con't:

- Directed a team of 8 to conduct user research to evaluate and improve the usability of the national aviation consumer complaint system.
- Reduced our organization's client contract approval process from 3 weeks to 2 days. Conducted extensive user research to inform a new process and UI design, oversaw development from a UX perspective and performed usability tests on the new system.
- Project manager for a six-study NHTSA program examining driver behavior in semi-autonomous vehicles. Managed resource allocation, conducted financial oversight, presented project status to clients.
- Designed Covid-19 operational safety plan that allowed Volpe to be the first DOT agency to continue onsite user research. Tracked laboratory adoption and made updates to the plan to increase efficiency and reflect ever-changing standards of safety.

Operations Research Analyst GS-13

2013 - 2019

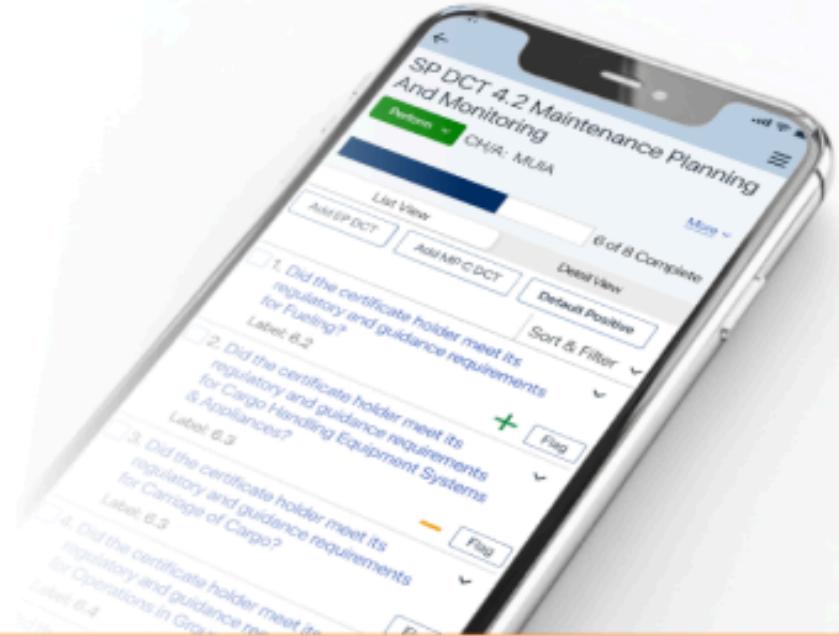
- Directed technical operations for a nationally-recognized rail cab research program that executed more than \$5 million in rail transportation research studies over 4 years. Led teams of up to 10 from experiment design through recruiting, collection and analysis. Managed 3 contracts for recruitment and technology.
- Designed and published a rapid testing method for rail cab controls that reduces field-testing by integrating simulation and UX Research.
- Invented new research tools, including a novel Head Up Display implementation for rail research studies that saved 70% on costs and drove 5 studies in two years.
- Reduced oversight time for an Air Traffic Control maintenance UI from 30 minutes per day to under 1 minute (and from 30 feet away) through contextual inquiry and iterative design.

Engineering Psychologist

2001 - 2013

- Redesigned, programmed and launched a tool for Air Traffic Controllers to find and learn memory management techniques, using existing survey data, in 2 weeks.
- Created and launched a runway incursion severity tracking tool that replaced a manual process; it increased processing speed by 300%, and was implemented by more than 20 governments worldwide.
- Identified critical risks in a new hazmat labeling system through focus groups and user testing, safeguarding thousands of lives globally.
- Worked with hurricane victims living in temporary housing to design effective transport to critical services (e.g., banks) that increased efficiency and saved Louisiana \$3.2 million monthly compared to alternative plans given to the state.

Mobile and SaaS Applications



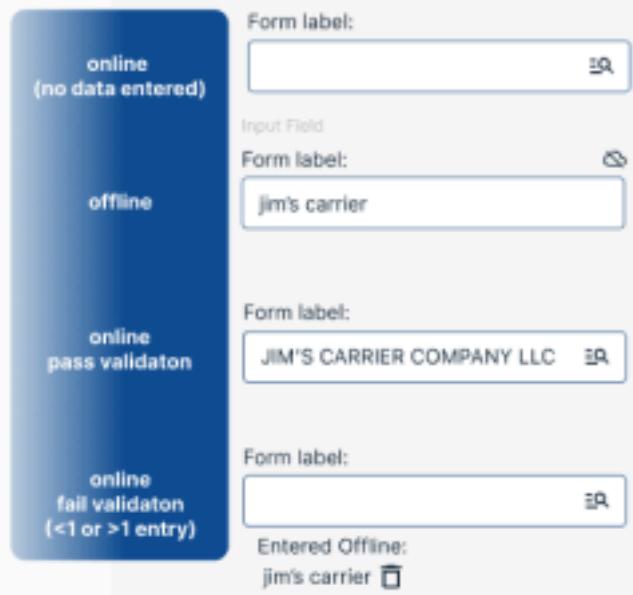
Design for Websites and CMS

A screenshot of a web browser window titled "Sign In - Log Into Your Account" with the URL "wwwvideo.com/sign-in". The page features the Federal Aviation Administration logo and navigation links for "COMMERCIAL HOME", "PROCESS", "REQUIREMENTS", and "LOGOUT". Below this is a large banner with a sunset sky and a plane taking off, containing the text "Certification Application portal" and "Air carrier & Air Agency". Underneath the banner, the text "Earn your air carrier or air agency certificate." is displayed. At the bottom are three call-to-action buttons: a green one labeled "Learn the process", a yellow one labeled "Gather information", and a blue one labeled "Apply for the certificate".

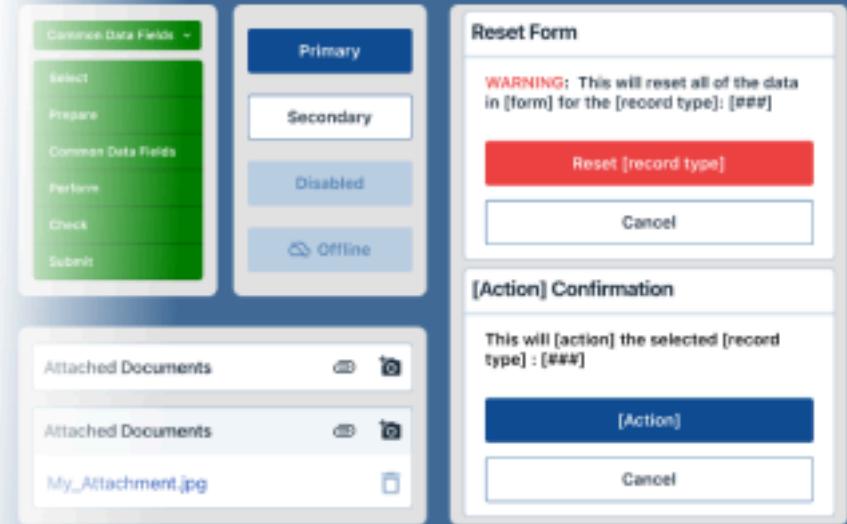
Usability Testing: Digital and Real-World



Microinteractions

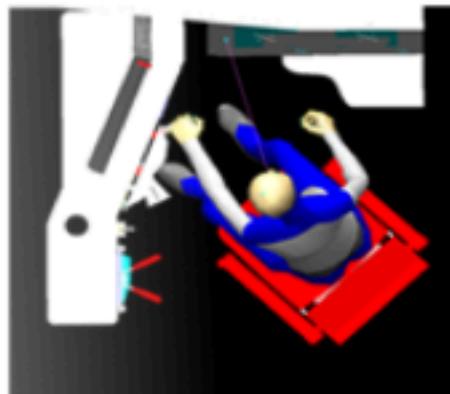


Design Systems



Control System Evaluation

50th Percentile Female



95th Percentile Male

