

MATHEW BYRNE

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Education

UNIVERSITY OF SAN FRANCISCO

Masters of Science, Entrepreneurship and Innovation, 3.8/4.0

Honors: Magna Cum Laude

San Francisco, Ca

June 2025

SAN FRANCISCO STATE UNIVERSITY

Bachelor of Science, Visual Communication and Design, 3.5/4.0

Honors: Cum Laude

San Francisco, Ca

May 2019

Experience

Five9, Inc

Web UX Designer

San Ramon, Ca

August 2022-June 2024

- Enhanced conversion rates by 3.5%, up from industry baseline of 2% to 5% by spearheading user research to inform design for SEM landing pages and the Five9 website, focusing on mobile-first design, performance optimization, and accessibility.
- Achieved % increase in conversions rates for SEM websites: 2022 Q4 2.2%. 2023 Q1 1.5%, Q2 2.5%, Q3 1.1%, Q4 3.7%. Average of .75% increase quarter over quarter.
- Generated over \$100k in revenue through digital marketing graphic ads utilizing Adobe Photoshop, Illustrator, InDesign, Figma and while reading and understanding data on 6Sense, all in two quarters of onboarding.
- Led design presentations using Figma wireframes and detailed prototypes, adhering to in-house dev standards. Focused on best practices sub-3 second load times (improving retention by 32%), responsive design (boosting mobile conversions by up to 15%), and WCAG 2.1 compliance (increasing site traffic by up to 12%).
- Streamlined team workflows deploying UX feedback interviews to clarify next steps for new and existing website implementations. Leveraged Visio for process mapping, reducing miscommunication by 15% and promoting task clarity by 25%.
- Entrusted with amending and organizing entire Design System Management (DSM) in Figma, incorporating winning components and assets showcasing proven data and a user-centered approach.
- Partnered closely with cross-functional teams, including product managers, engineers and stakeholders, to translate user requirements into intuitive and efficient website elements and components through the Drupal CMS.
- Prioritized ticket communication via JIRA and Confluence, streamlined workflows, and maintained cross-functional coordination for clarity and efficiency. Submitted timely updates and documentation.
- Utilized web analytics such as Google Analytics and VWO (heatmaps) to keep track of conversions and determine elements on site were cold and needed to be updated or replaced.
- Image sourced, with proper sizing and SEO optimization best practices for best results in a Google mobile first crawl.
- Executed 1:1 usability testing sessions with UserTesting and Lyssna to gather feedback, iterating and refining design solutions to ensure an optimal user experience based on user centered feedback.

Internet Brands

Web Designer

Pleasanton, Ca

June 2019-August 2022

- Performed Adobe Target A/B testing to boost conversion rates by 2.5% and Google Analytics, UserTesting.com, and Hotjar for data and feedback. Approach led to a 15% increase in engagement and 20% lower bounce rates across Nolo.com. Collaborated with PMs, QA, Engineers, and the VP of Product to ensure data-driven design decisions.
- Led design initiatives using Sketch and Figma for Divorce.com, Nolos LLC, and Quicken Willmaker, focusing on responsive design (boosting mobile traffic by 8%) and optimizing load times under 3 seconds, increasing conversions by up to 4.3%. Ensured accessibility compliance, expanding reach by 15%.
- Managed marketing SEM/SEO campaigns and optimized WebMD landing pages across mobile, tablet, and desktop platforms, resulting in a 2.2% increase in conversion rates.
- Spearheaded redesign efforts for Quicken WillMaker's software UI/UX, box design, product symbol, and marketing content across 2020, 2021, and 2022 updates, leading physical product delivery process using Adobe Creative Suite increasing sales by 4%.
- Conducted in-house video production with use of animation and Photoshop, Illustrator and Premiere Pro saving over \$10k in production cost for Nolo.com.

Inizio Evoke

San Francisco, Ca

User Experience Intern

June 2017-September 2017

- Led UX design for pharmaceutical homepage and careers page, ensuring FDA, OSHA, and HIPAA compliance with secure, user-friendly, and accessible experiences.
- Conducted product research through e-staff interviews and used wireframes to organize data and improve intranet usability. Reduced task completion times by 9% and boosted user satisfaction by 18%
- Presented user-feedback to the VP of Product and Director of UX, collaborating on next steps for implementing new and updated designs.

Skills

- **Certified by Google** | Fundamental of Digital Marketing | Google Analytics | Generative AI.
- **Certified by Udemy** | Javascript | Sketch | Illustrator | UX Design.
- **Certified by Directive** | Digital Marketing.
- Expert knowledge of design prototyping: Figma, Marvel, Axure RP 9, Sketch.
- Expert knowledge of design tools: Illustrator, Photoshop, InDesign, Premier Pro.
- Intermediate knowledge of front-end development: HTML5, CSS3, SCSS, JavaScript.

Additional

- Las Positas CC Scholarship: 2016 - Essay scholarship about journey to success | **1st place winner**.
- Hearth Homes Scholarship: 2017- UI/UX Design for Mental Health Diabetes App | **2nd place winner**.