Matthew Incardona

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Summary

Matthew Incardona is a UX/UI designer and developer with a degree in Human-Centered Computing who enjoys solving real-world problems from ideation to implementation. Building websites and applications for dozens of clients over three years has reinforced his commitment to putting users first, conducting thorough research, and designing with empathy. Matthew believes the best solutions come from treating every prototype as a learning opportunity and maintaining open communication with users and stakeholders throughout the design process. He stays current with industry trends through conferences, workshops, and networking with other professionals.

Skills

- **UX/UI:** Designing for web and mobile, conducting user research and extracting insights, mapping user journeys, persona development, storyboarding, wireframing & prototyping, designing for accessibility
- **Technology:** Figma, Adobe Creative Suite, HTML, CSS, Javascript, AI tools such as v0.dev, Figma Make, & Claude
- **Soft skills:** Excellent communicator and people person, experienced in stakeholder management, strong project management and presentation skills, strong cross-functional collaboration

Experience

DouxDolci Web Design   **Jul 2022 - Present**
Freelance Web Designer   *Stony Brook, NY*
- Design and launch custom digital products for dozens of local businesses and nonprofits, creating thoughtful interfaces with clean visual design and user-centered decision making through iterative feedback and testing.
- Lead complete design process in Figma from user research and wireframes to high-fidelity prototypes, with strong attention to layout, typography, visual hierarchy, and interaction design.
- Write HTML, CSS, JavaScript, and PHP to customize designs, ensuring what gets built matches what was designed.

CADTech   **Feb 2022 - Dec 2024**
Systems Administrator and Manager   *Rochester, NY*
- Provided technical support to hundreds of students and faculty across multiple buildings and departments, working with a large, always changing variety of hardware and software.
- Used a problem solving mindset to troubleshoot complex issues, often on the spot and during an active class.
- As a manager, supported the student IT support team by managing the ticket workflow, delegating tasks, providing guidance to team members, and creating documentation and training resources.

Peraton   **Jun 2023 - Aug 2023**
Agile Process Intern   *Reston, VA*
- Modernized a critical internal tool by enhancing search functionality, improving usability, and streamlining information management, making it easier for employees to find, update, and better utilize key resources.
- Worked closely with stakeholders across departments to identify pain points. Used UX/UI principles and lean design methodology to prototype solutions in Figma and refine them through iterative feedback.

Open@RIT   **Jan 2023 - May 2023**
UX/UI Dev Researcher   *Rochester, NY*
- Designed and developed accessible, responsive websites for open source projects using Figma, HTML, CSS, JavaScript, Jekyll, and Tailwind.
- Focused on clear visual hierarchy, semantic structure, and optimized performance across all projects.

Education

Rochester Institute of Technology, Rochester, NY   **Dec 2024**
BS, Human-Centered Computing