

Matt Kubota

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EDUCATION

North Carolina State University

Bachelor of Graphic Design
Fall 2013 to Spring 2017

Prague Institute

User Experience Studio
Spring 2016

SKILLS

Product

Concept Mapping
Design Principles
Journey Mapping
Mobile Familiarity
Product Strategy
Public Speaking
Usability Testing
User Research
Workshops

Tooling

After Effects
Cinema 4D
Illustrator
InDesign
Photoshop
Premiere
Figma / Sketch

Prototyping

Framer Classic
Origami
Principle

Code

CMS
Git
HTML / CSS / JS
WebVR

Data

GIS
R

SPEAKING

2019 UX Y'all
Durham, NC

2019 AT Makers Fair
Pittsburgh, PA

2019 WillowTree Summer Summit
Charlottesville, VA

2018 TriUXPA World Usability Day
Durham, NC

EXPERIENCE

Grubhub

Product Designer
February 2021 to Present

Building platforms that provide a seamless experience to customers, drivers, corporate clients, and restaurant partners on Grubhub. Focus areas include leading design of Care tooling, redesign of the Pickup experience, and contributing to the Grubhub design system, Cookbook.

Vocable AAC

Founder
August 2018 to Present

Open-source app on both iOS and Android that enables those with conditions that inhibit speech and motor function to communicate with head movements. With the help of colleagues and advice by medical experts, we launched the first app of its kind. In the first two weeks of release, Vocable AAC was downloaded over 1,500 times and in over 49 countries.

WillowTree

Product Designer
June 2017 to January 2020

Advocated for and supported our clients with best-in-class mobile and web applications that were thoughtful, innovative, and accessible. Led the end-to-end design on many different B2C and B2B products. Collaborated with test and software engineers on a daily basis with design and build reviews. Created functional prototypes, worked in code, ran usability tests, and worked on animations to support clients beyond delivering static mockups. Contributed to and presented new business pitches with the business development team. Interviewed potential design candidates and was a short-term mentor for new hires and interns.

NC State Libraries

Visualization Intern
January 2017 to May 2017

Combined design, data, and code to create large-scale science and technology visualizations for video walls within the award-winning James B. Hunt Jr. Library. Used the research by Dr. Rob Dunn to illustrate a major shift in the cacao industry.

Pack Poll

Research Assistant
August 2016 to May 2017

Designed representative surveys for samplings of NC State students and faculty that gauged attitudes on current events, politics, health, and more. Analyzed and interpreted data using Qualtrics and SPSS. Reported findings and created data visualizations for news articles on the Pack Poll website.

Medicom Technologies

Product Designer
February 2015 to January 2017

A founding member of Medicom Technologies, a healthcare technology company building a decentralized network for medical image exchange and improving overall access to health information. Worked in a fast-paced startup environment with business, development, and design teams to develop web and desktop applications from the ground up for radiologists and physicians. In the summer of 2017, Medicom Technologies raised \$5.2 million.