

# Matthew Mayer

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## EDUCATION

### Western Governors University

*Bachelor of Science, Software Engineering*

Salt Lake City, UT

*March 2023 - April 2025*

## EXPERIENCE

### Web Development Club

**August 2021 - May 2022**

*Vice President*

*Fort Worth, TX*

- Led product ideation and development of multiple web projects, mentoring team members on front-end and back-end technologies.
- Boosted member engagement by 80% through strategic event planning and hands-on coding workshops.
- Directed the club's digital roadmap and site updates, ensuring responsive UX design and technical alignment with club goals.
- Collaborated cross-functionally to secure sponsorships and deliver value-driven programming for members.

## PROJECTS

### LinkUp Event Planner for Friend Groups | *Case Study*

[View Portfolio](#)

- Led user research and created personas to define user pain points around casual event planning.
- Scoped and prioritized MVP features (event creation, RSVP system, reminders) based on user needs.
- Developed success metrics including user retention rates, RSVP rates, and notification engagement.
- Produced a detailed product roadmap and technical feasibility assessment for future development.

### FinTrack Budgeting App for Students | *Case Study*

[View Portfolio](#)

- Designed a student-centric budgeting app focused on transaction categorization, monthly limits, and spending visualization.
- Prioritized essential MVP features while proposing premium monetization strategies (advanced analytics, financial tips).
- Conducted informal interviews and validation testing with students, leading to an 80% positive usability response rate.
- Developed phased feature roadmaps and feedback loops to optimize future app iterations.

### LocalLoop Community Marketplace | *Case Study*

[View Portfolio](#)

- Conducted market research across 5 local communities and benchmarked competitors to define platform gaps.
- Created user personas and mapped core features (verification, messaging, localized listings) for MVP delivery.
- Defined engagement metrics including Monthly Active Users (MAU), response times, and transaction rates.
- Designed strategies to drive community trust and growth through "trusted neighbor" badges and safe meetup features.

## CERTIFICATIONS

### CompTIA Project+

*IT Project Management*

CompTIA

*March 2024*

### AWS Certified Cloud Practitioner

*Cloud Foundations*

Amazon

*July 2024*

### ITIL® Foundation Certificate in IT Service Management

*IT Service Management*

Axelos

*August 2024*

## TECHNICAL SKILLS

**Product Management & Business Skills:** Product Roadmapping, User Research & Persona Development, Agile/Scrum Methodologies, User-Centered Design Thinking

**Technical Skills:** HTML/CSS, Java, Python, Figma, Github/Git, SQL

**Soft Skills:** Cross-Functional Team Collaboration, Stakeholder Communication, Analytical Decision-Making, Adaptability in Fast-Paced Environments