

Matt Szaszko

Pragmatic Product Designer

Portfolio



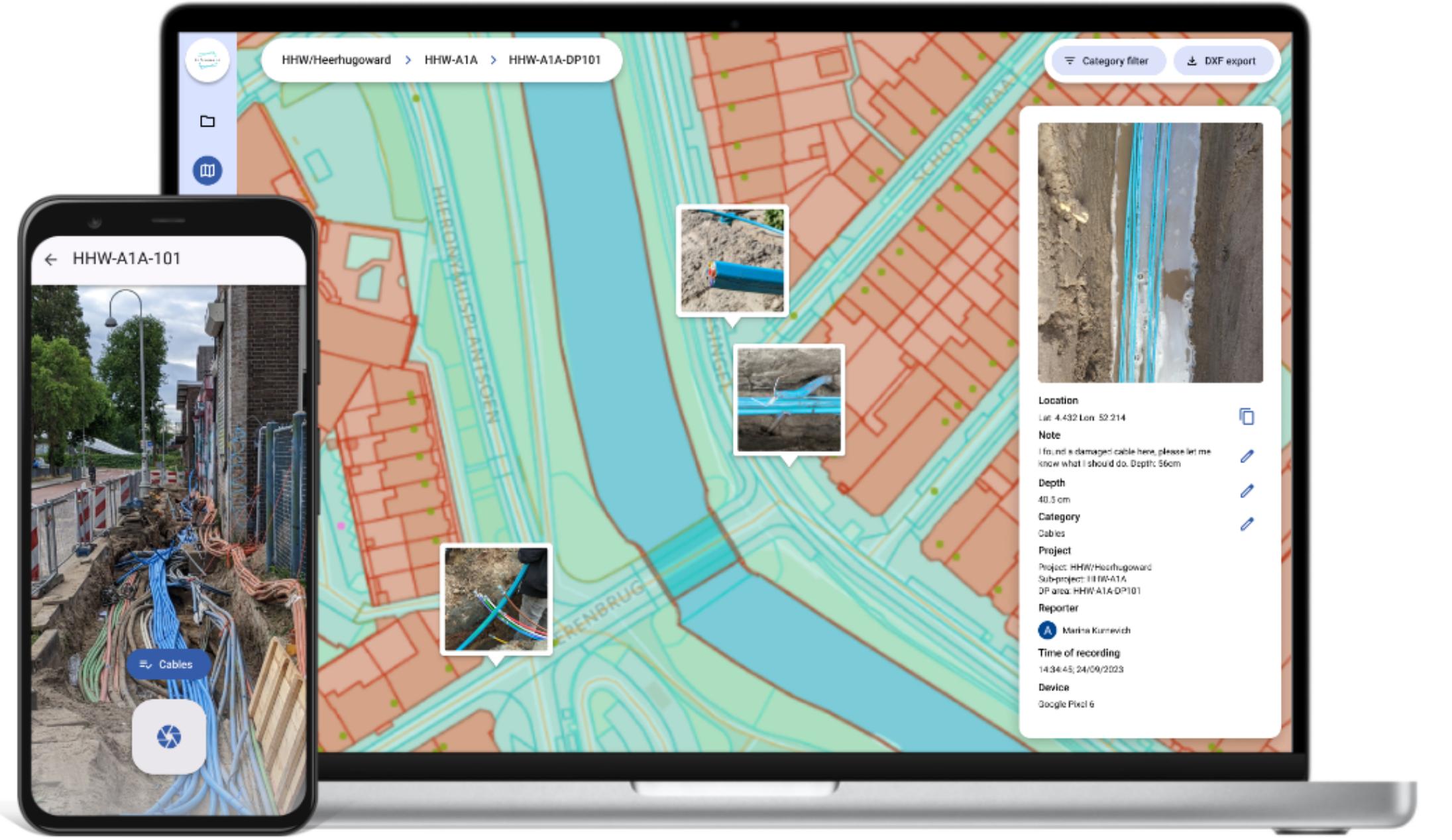
Hi, my name is Matt and I'm a Product Designer with a background in Psychology, UX Design, Research and Product Management.

I'm well versed in research methodologies, designing UX flows, wireframes and rapid prototypes as well as coming up with final designs for MVPs. I'm actively developing my UI design skills to level up in my craft.

As a former Product person and entrepreneur, I understand the business and will make pragmatic choices so that users, the company and the team all benefit.

Inframenter

**SaaS Mobile and Web App for
construction companies**

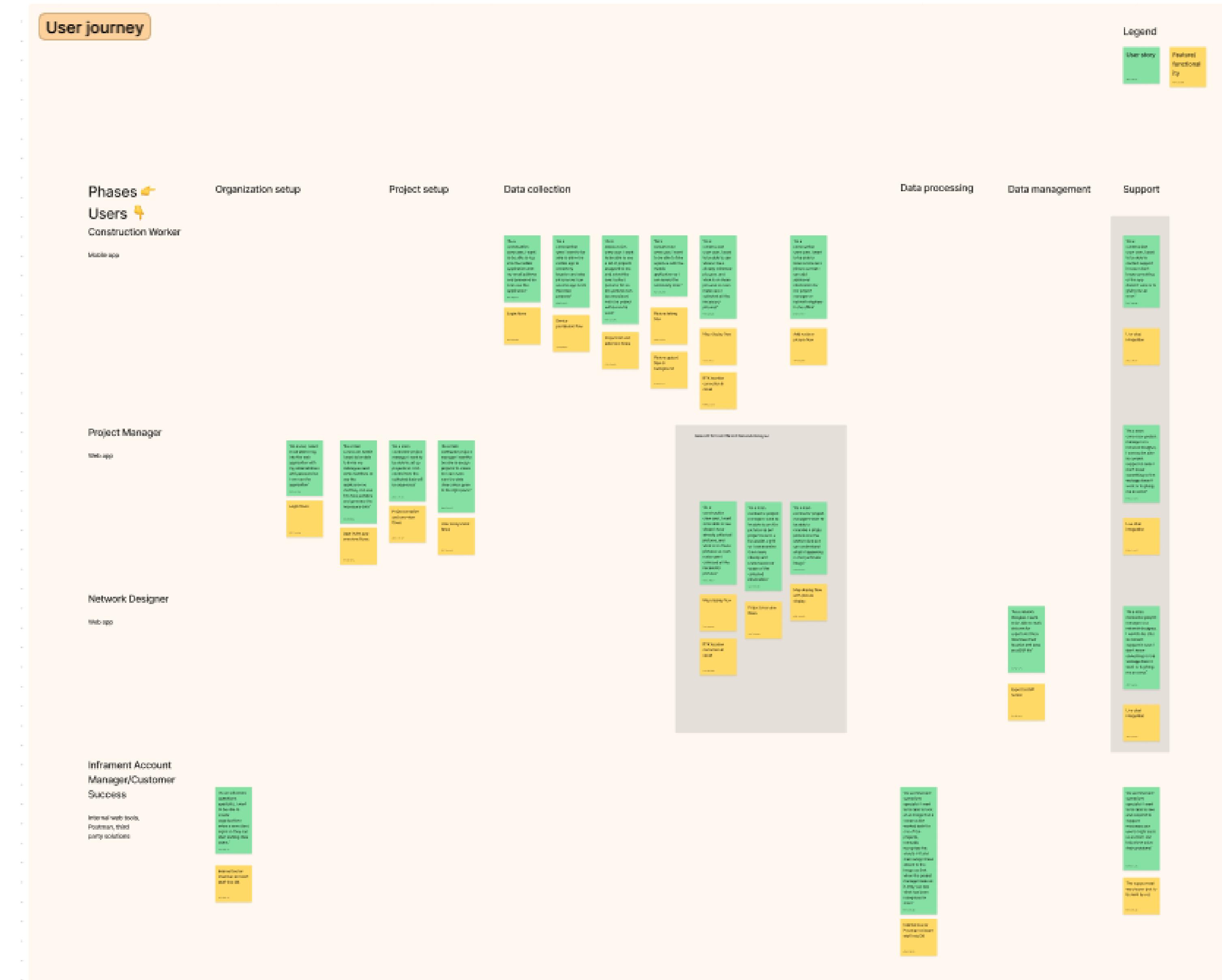


Inframant is a ConTech SaaS company I co-founded in 2022. I have done all the market and user research, rapid prototyping, user flow mapping, UX and UI design for this product.

As a small startup, I had to make plenty of pragmatic choices. I went with the Material 3 Design System for ease of development.

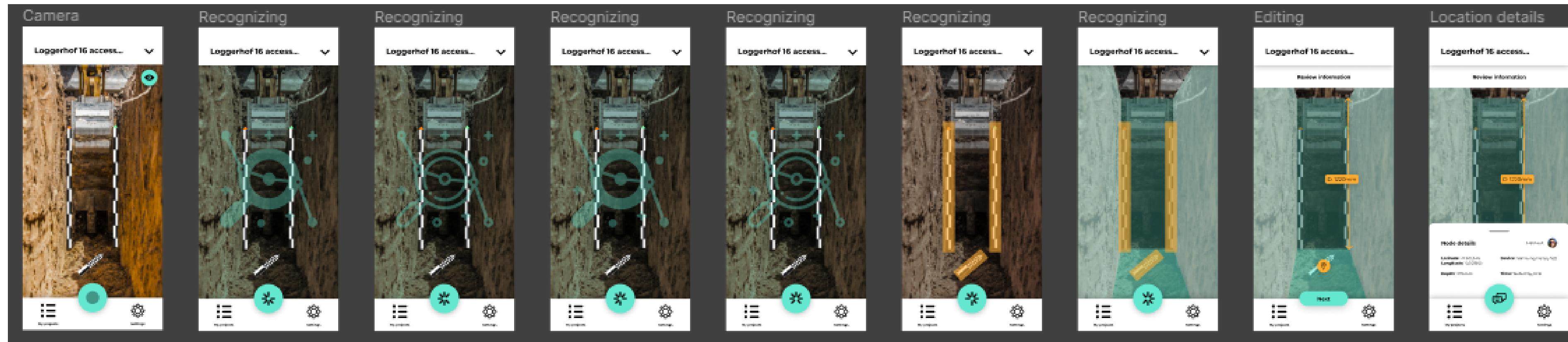
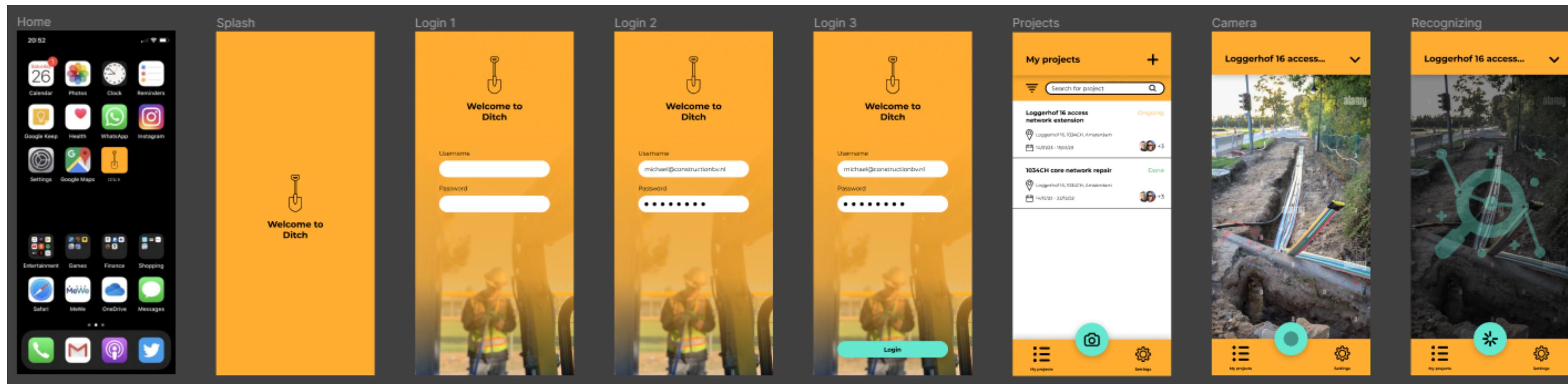
A lot of the designs reflect an MVP approach, with strategic decisions to make the product quickly extendable based on user feedback.

After talking to buyer personas, industry experts and conducting field research at construction sites I had the user journeys for our initial user personas mapped out

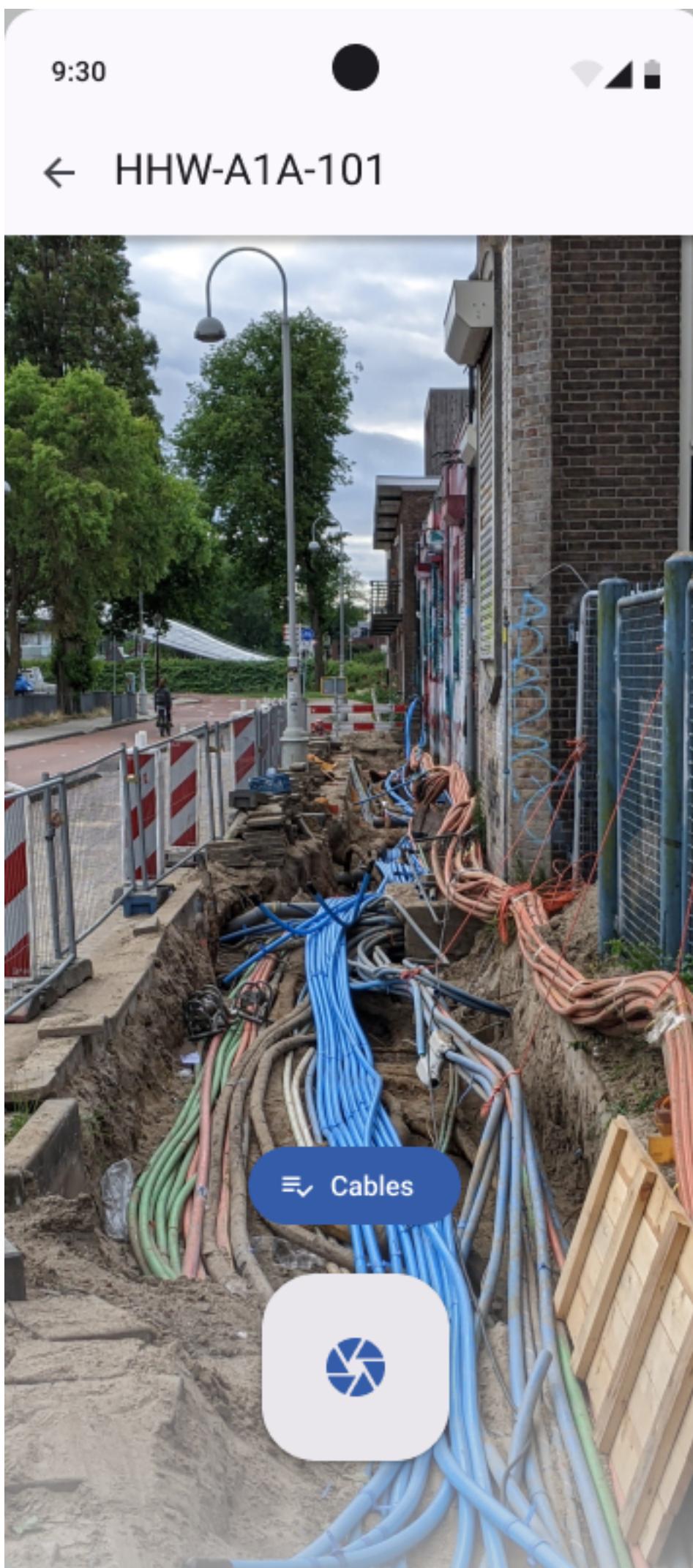


[Link to FigJam file](#)

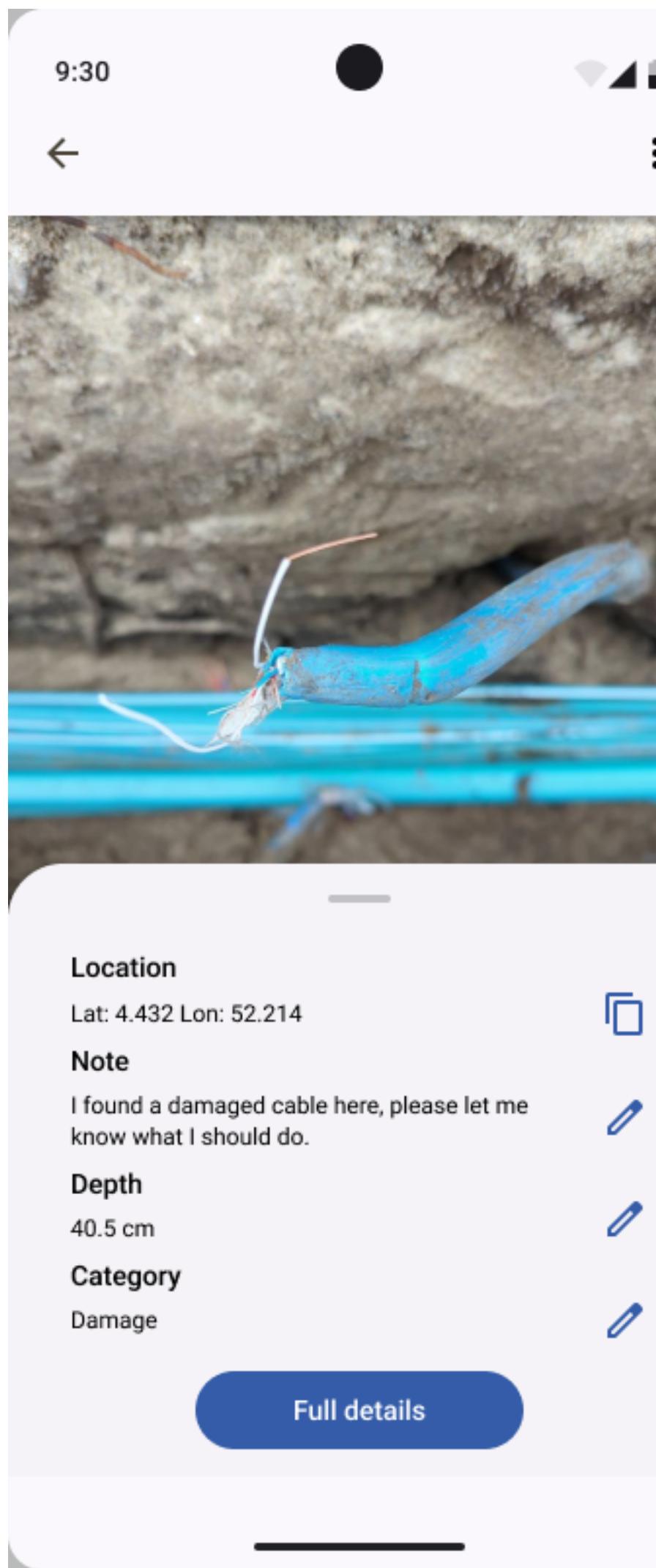
Then moved on to rapid prototyping to get buy in from investors, decision makers at client organizations as well as regulatory bodies. You can see the layout is pretty final, but the design and branding evolved a lot.



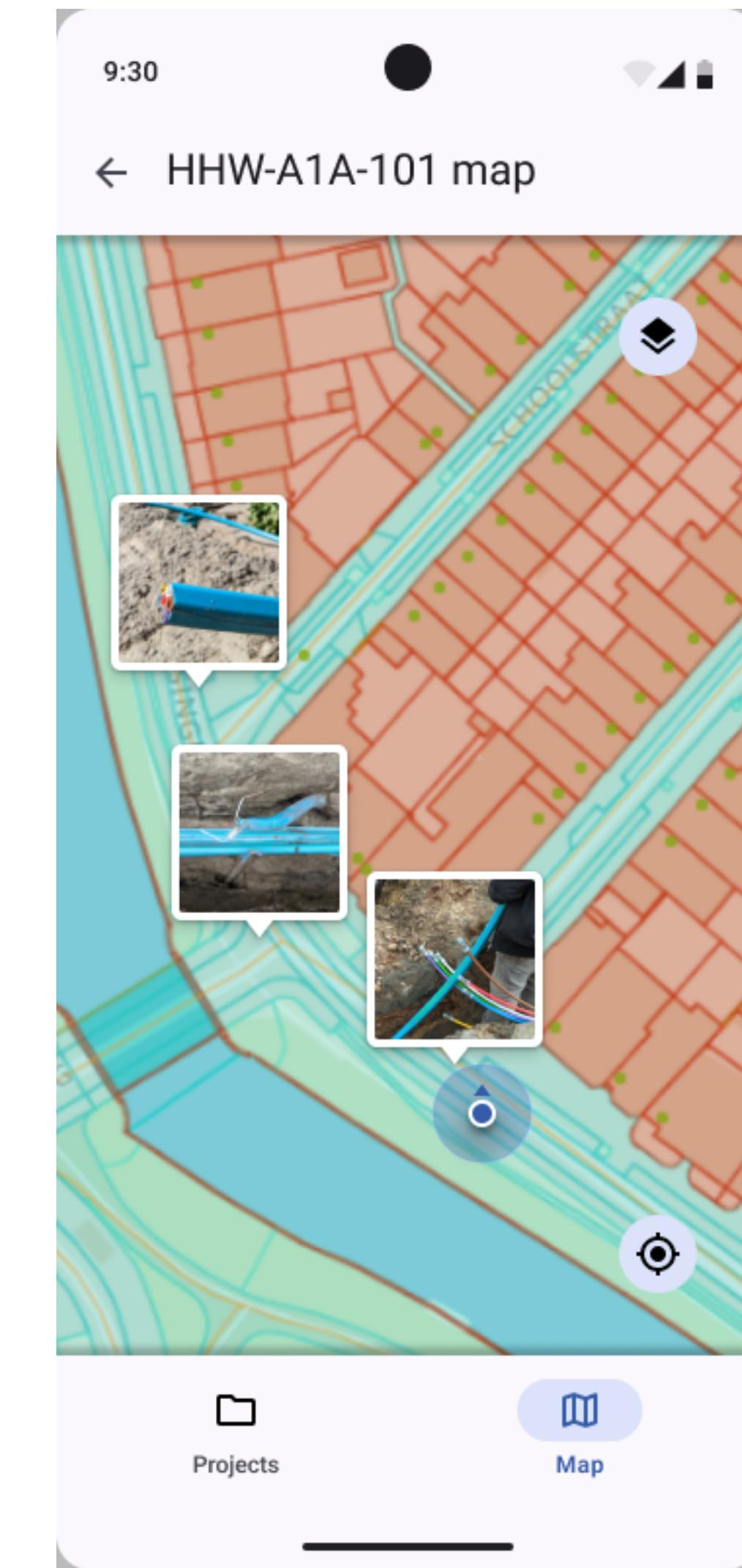
Here are some final screens from the mobile application



Taking a picture of an asset

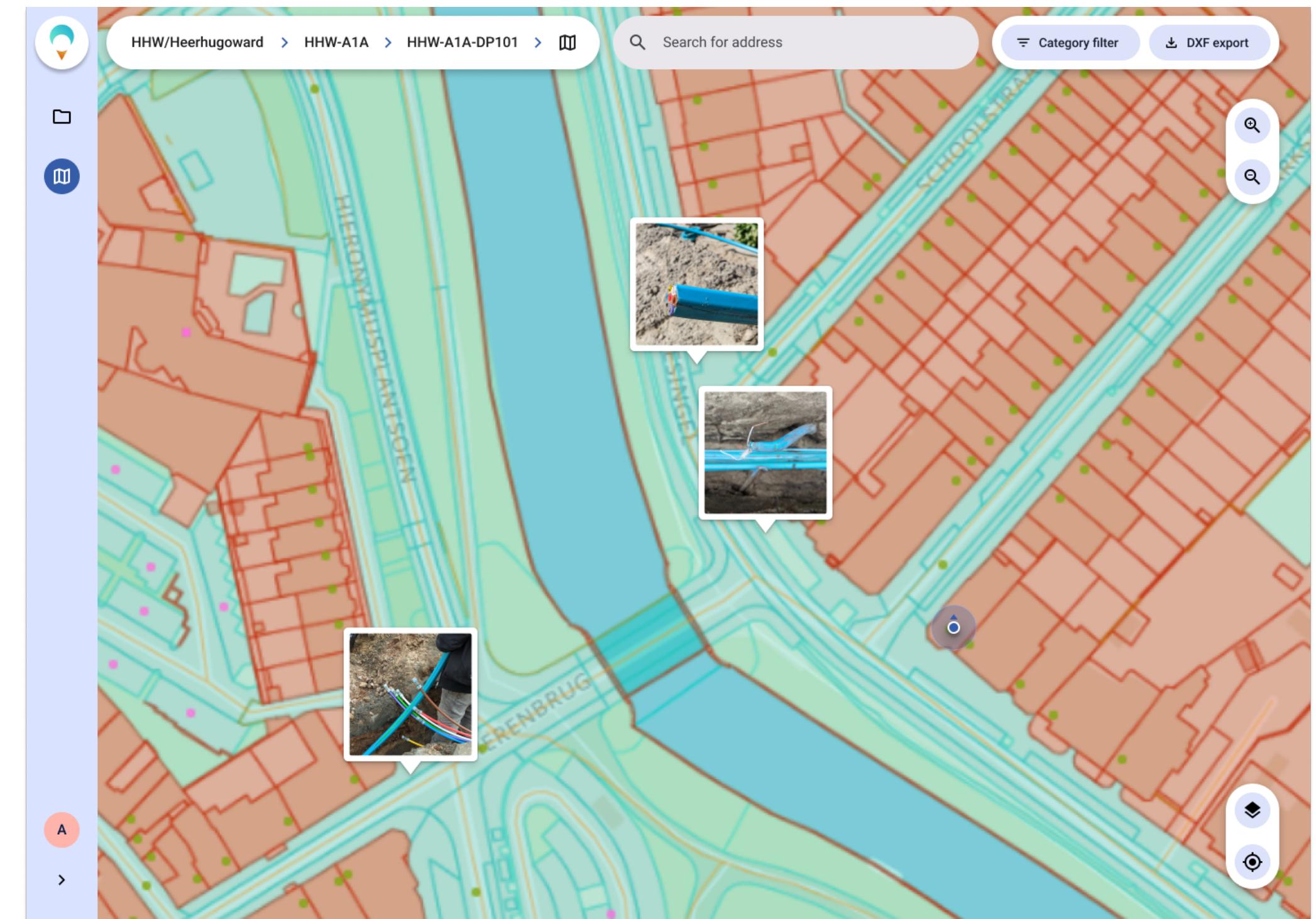
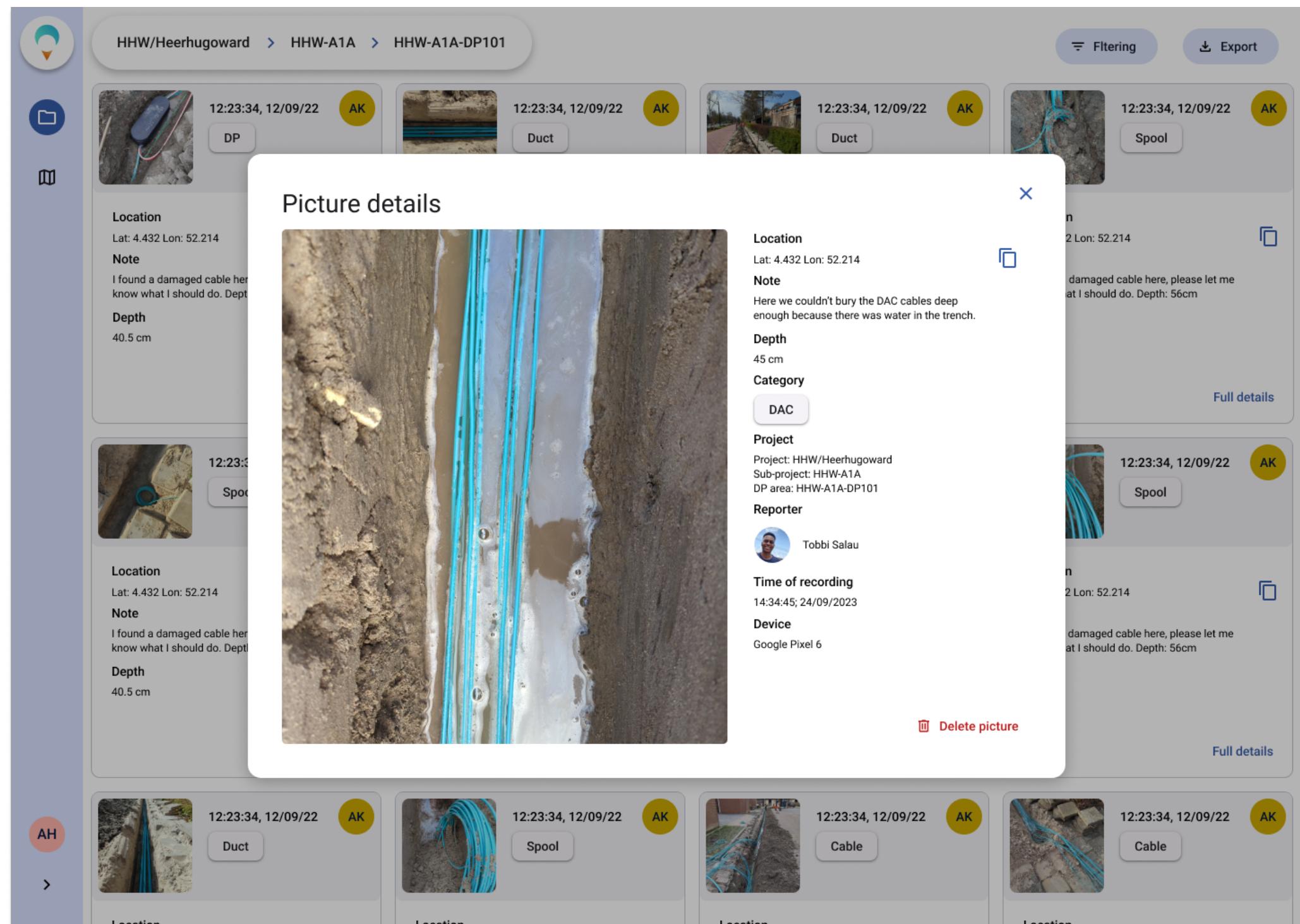


Inspecting details of an asset



Checking the position of asset on a map

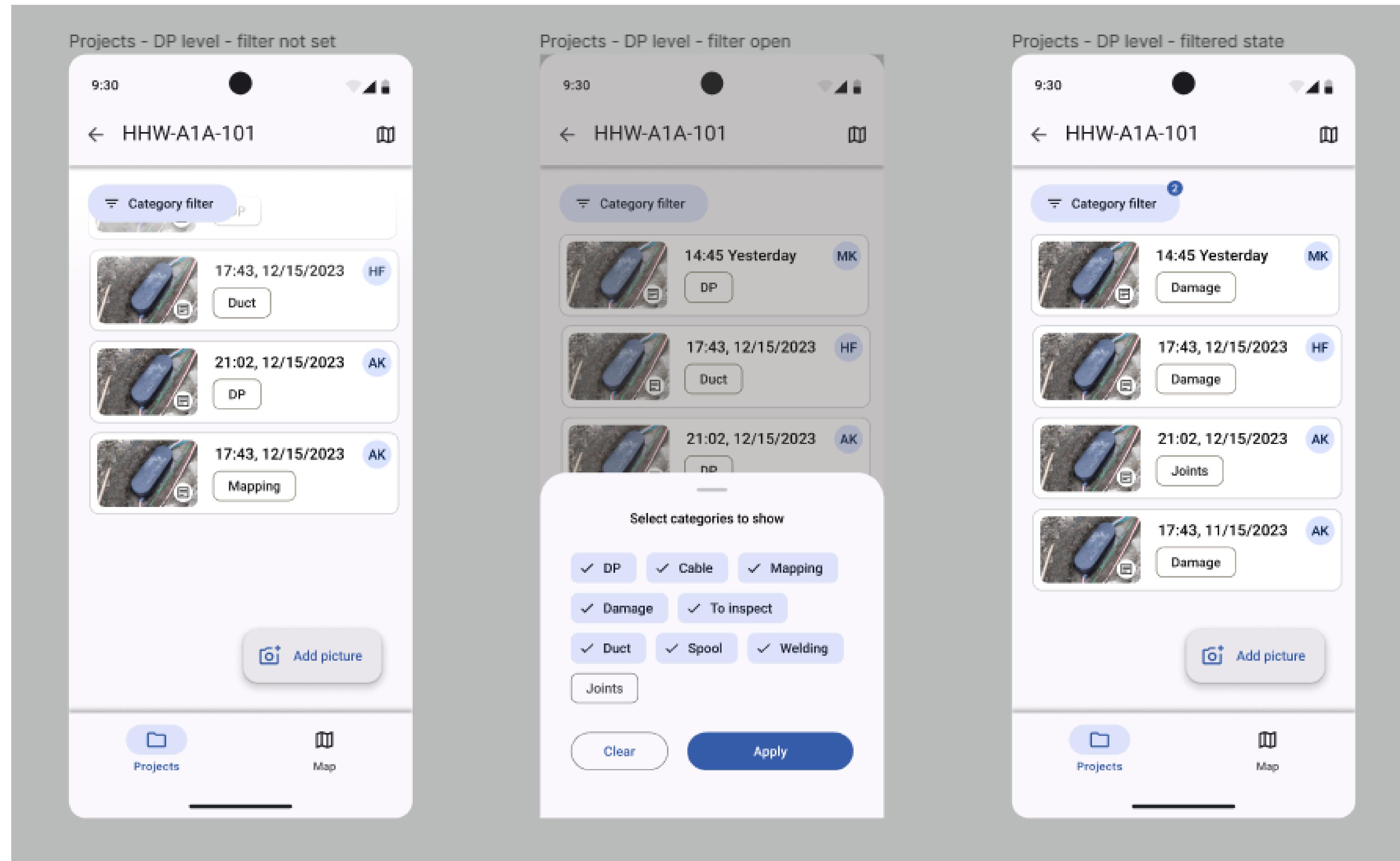
And from the desktop WebApp



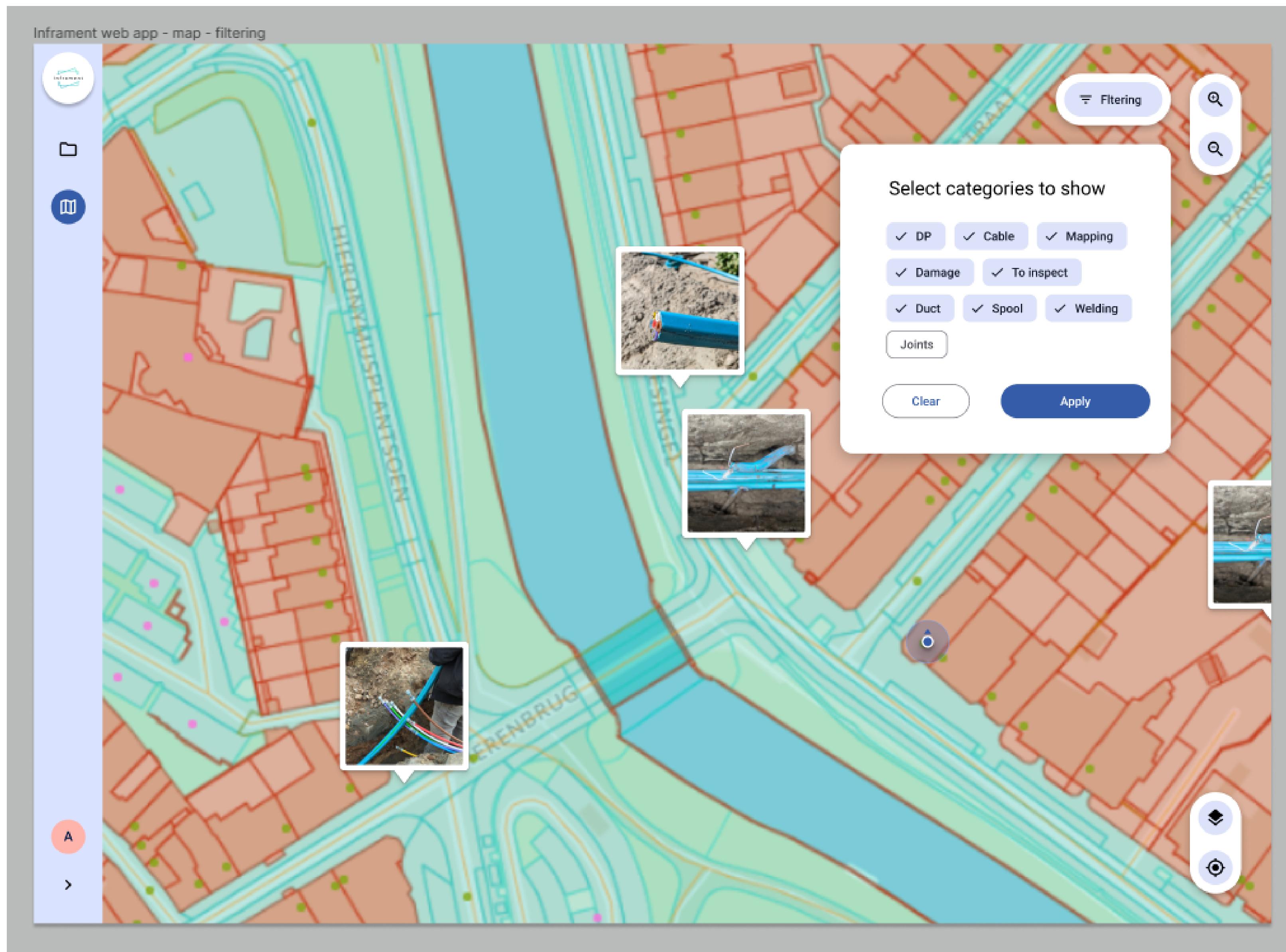
Inspecting details of an asset

Checking the position of asset on a map

Bonus: filtering flow for the mobile app



And for the WebApp



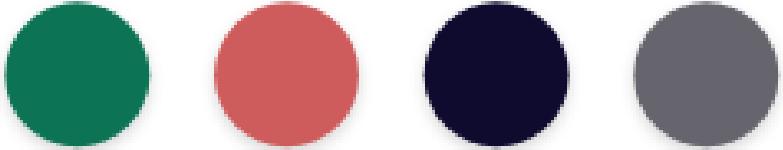
Shomakers & Co

**Personal app project, design
exercise**

Concept

This is an app concept for a bespoke shoe store chain. Users can order shoes online, get advice via chat and also keep track of the shoes they already own.

Colours



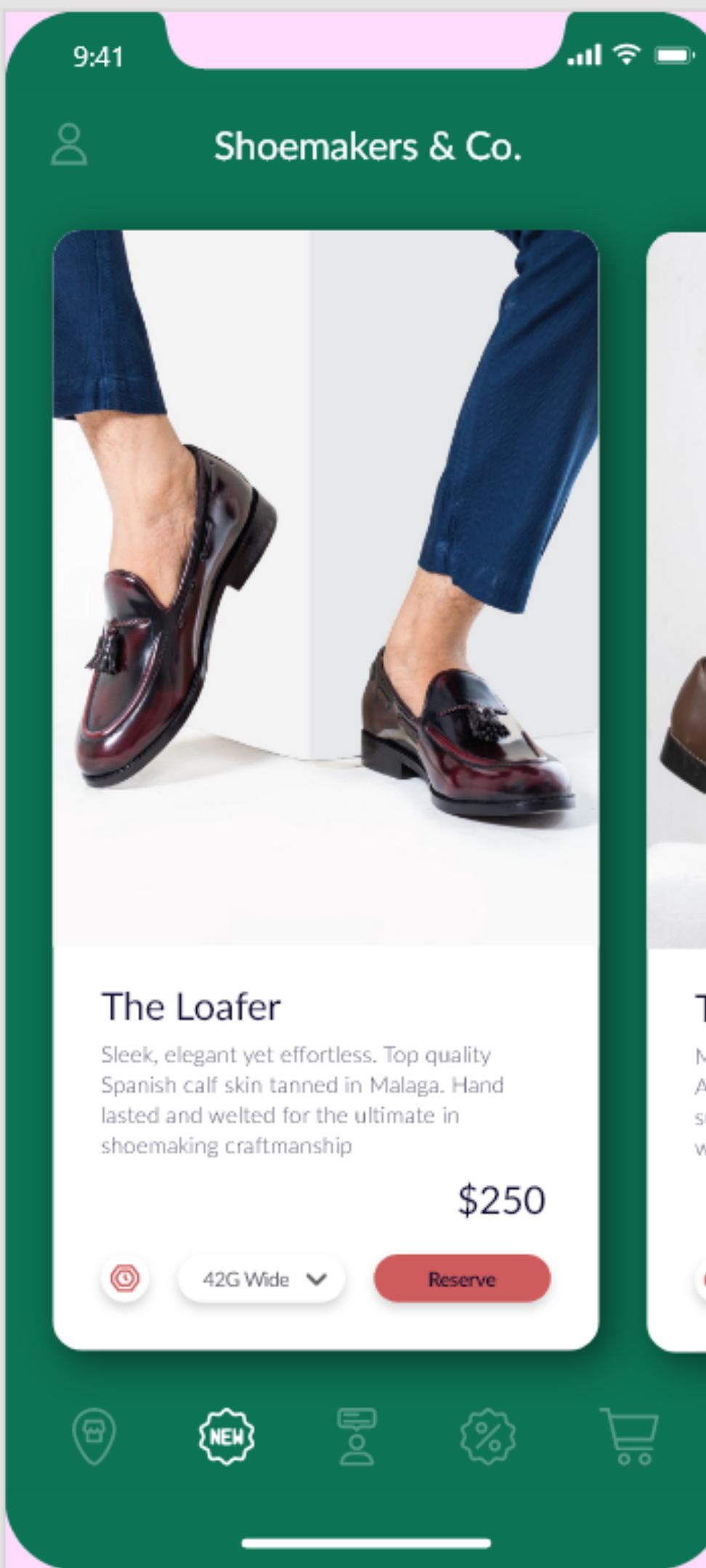
Fonts

Lato bold

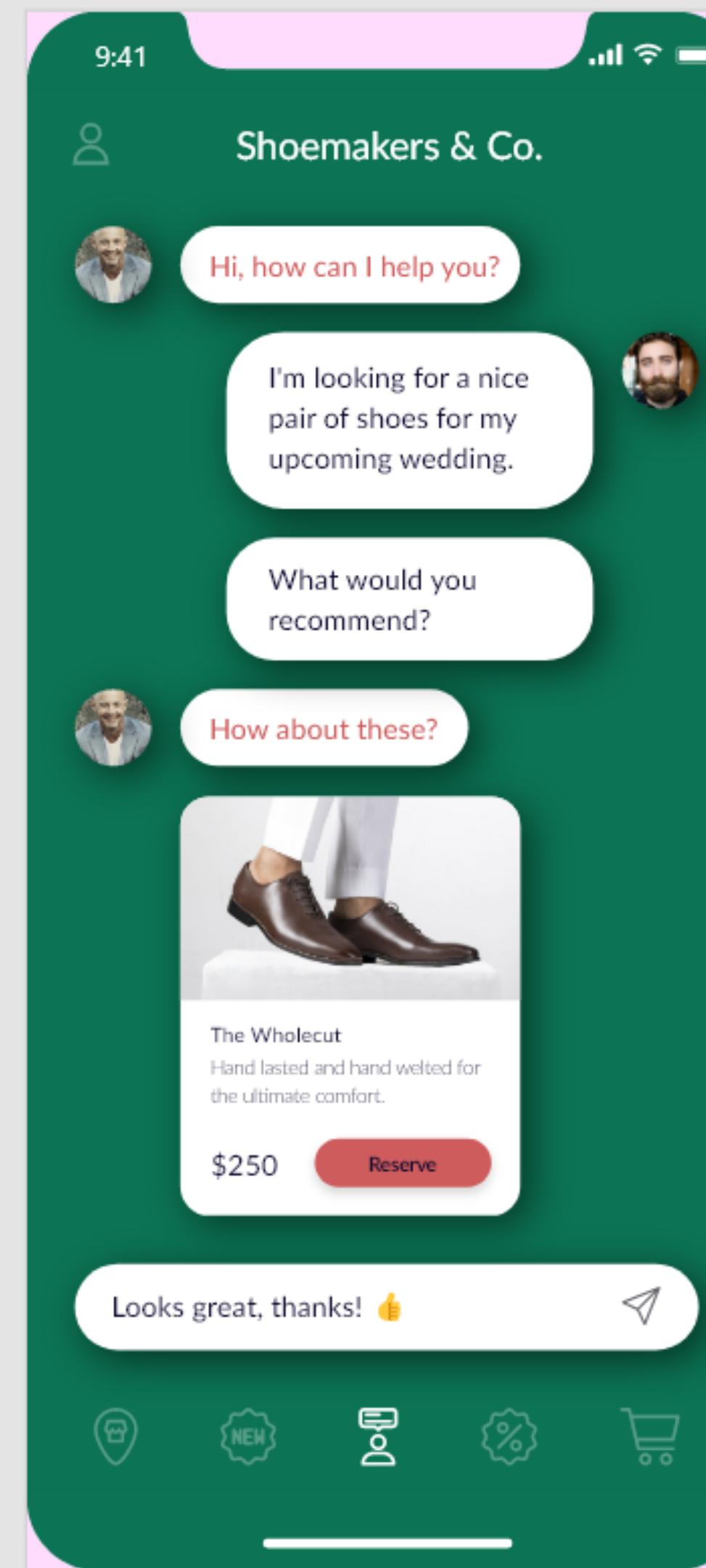
Lato regular

Lato light

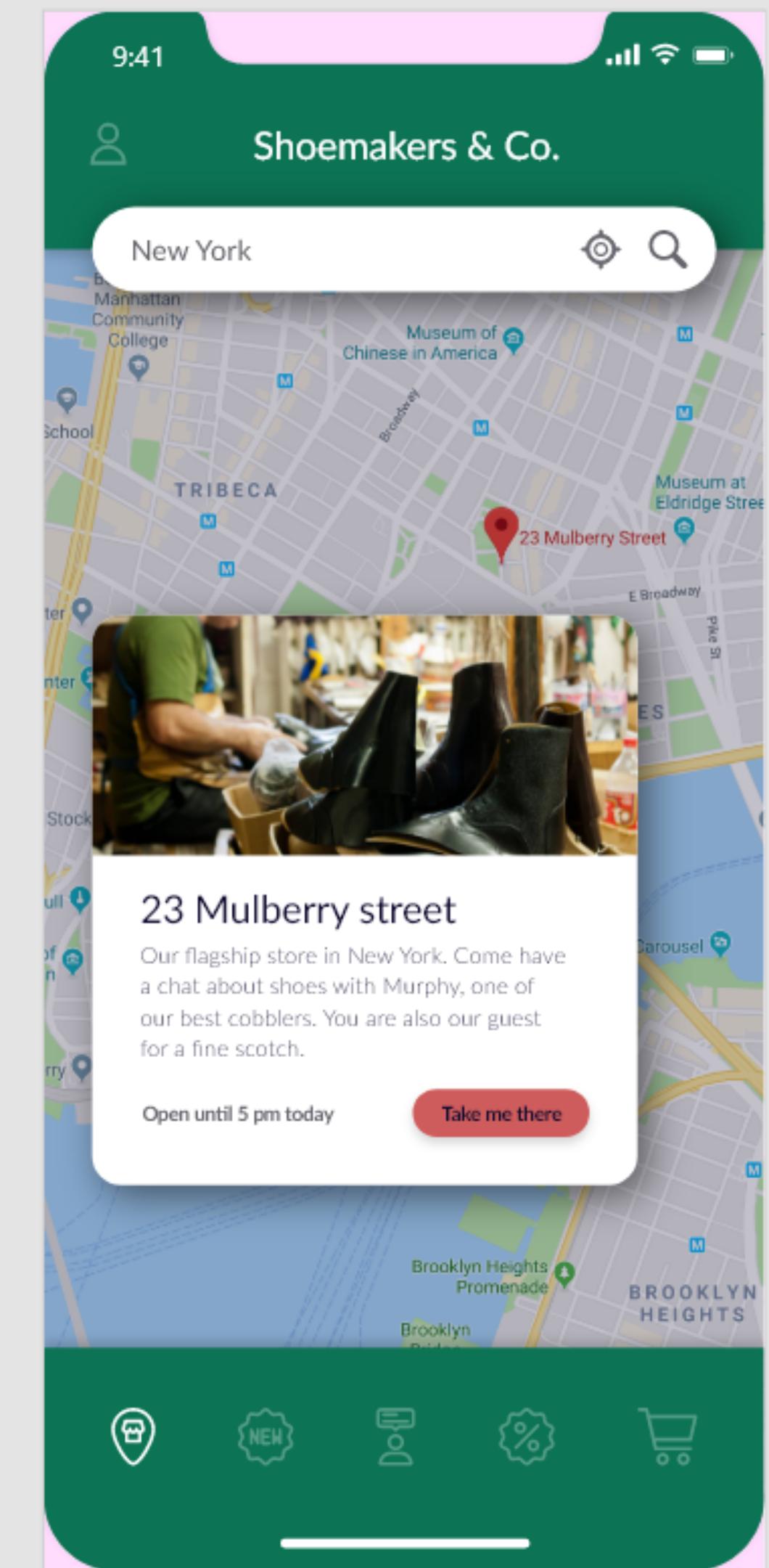
Online shoe store home – 1



Online shoe store - chat – 1



Online shoe store - locations – 5



ParkShare

**Personal app project, design
exercise**

Parking space sharing app

User story:

"I want to be able to share my designated parking space when I don't need it"

"I want to find parking in a crowded city"

Requirements:

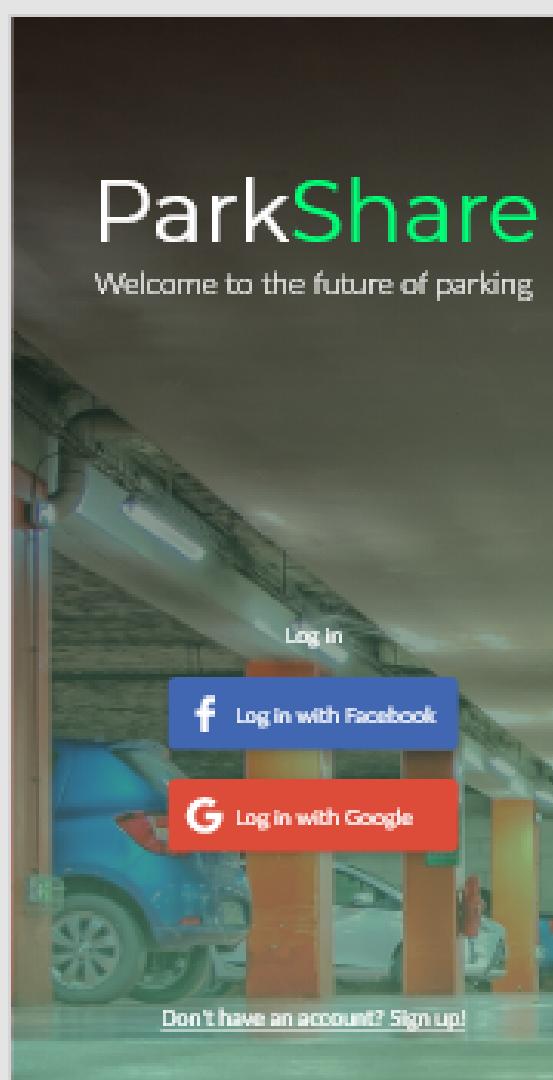
As a parker:

- Find a parking place
- Reserve a parking place
- Pay for a parking place
- Navigate to a parking place
- Rate a parking place

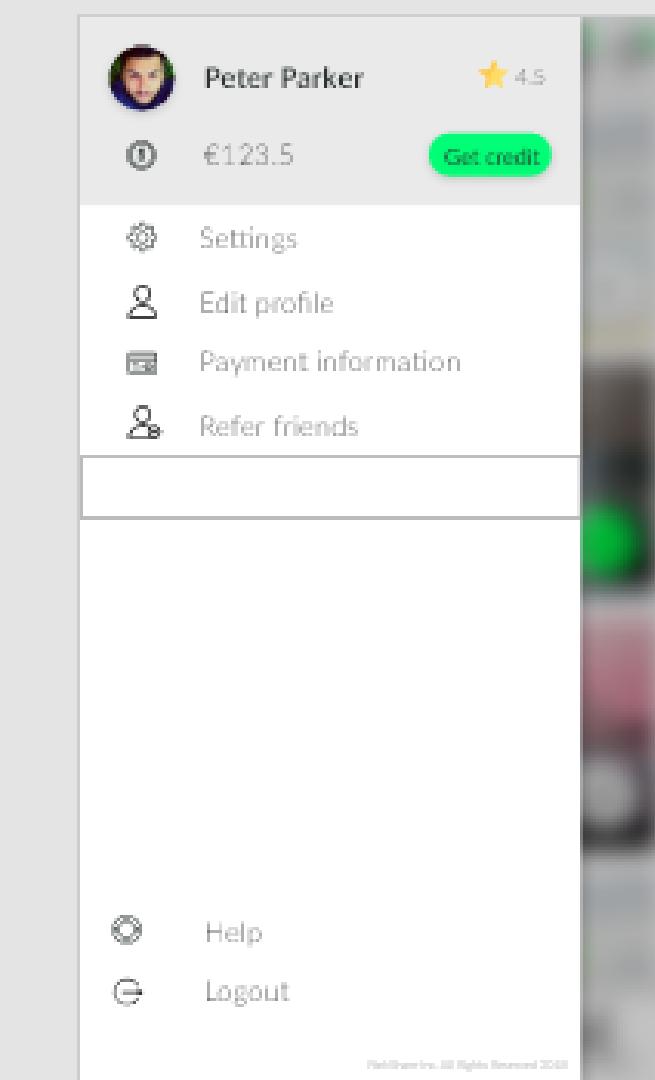
As a parking space owner:

- List a parking space availability (temporary, full time)
- Track income from a parking space
- See when my parking space is booked for Rate parkers

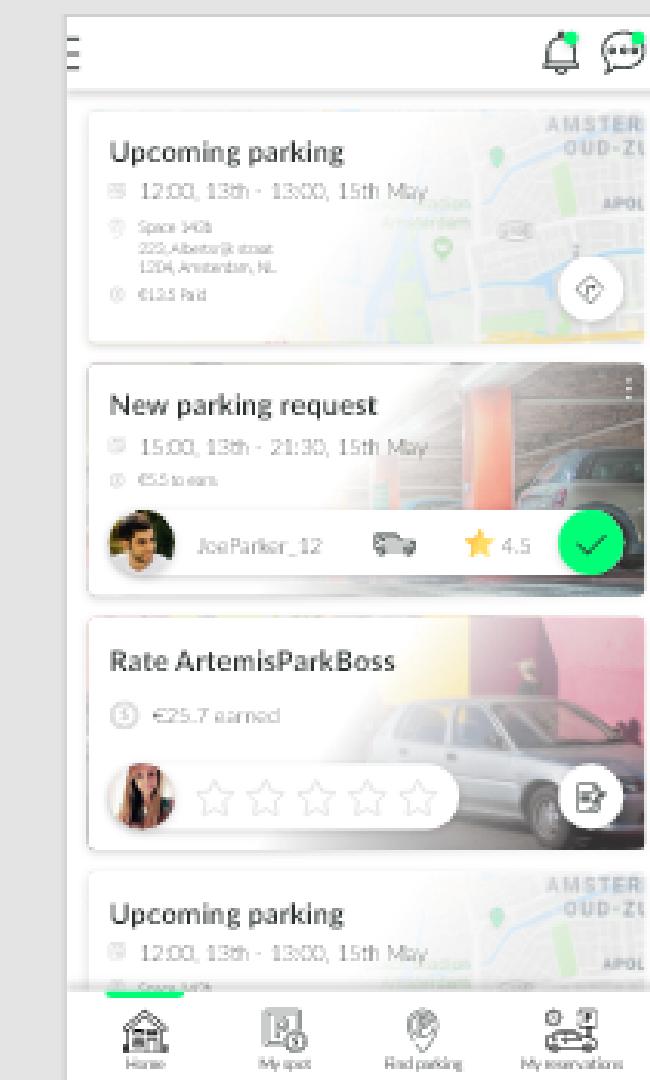
Log in/Sign up



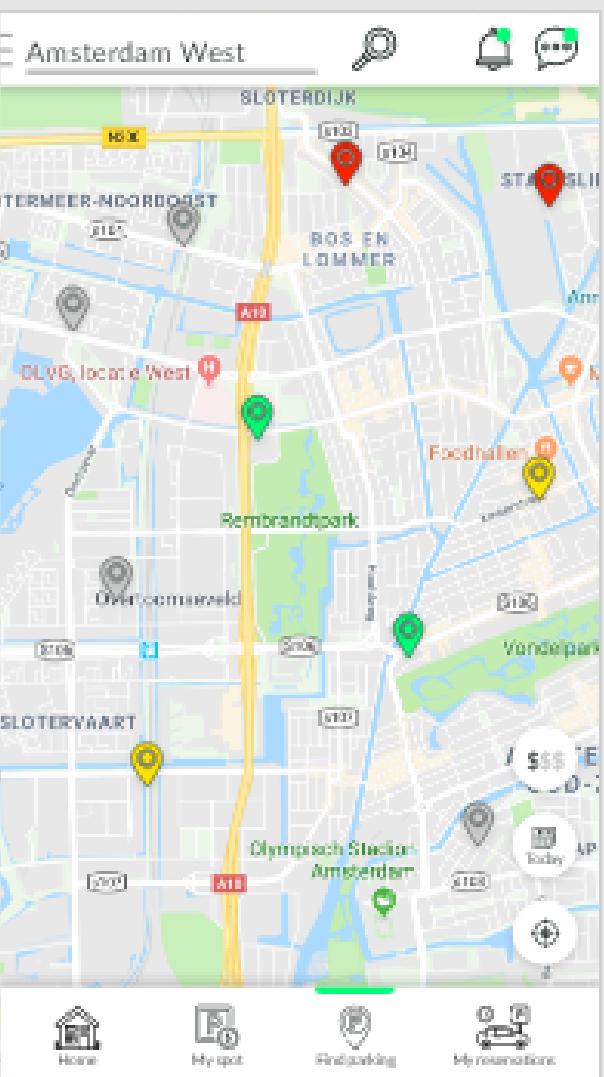
Home screen with menu open



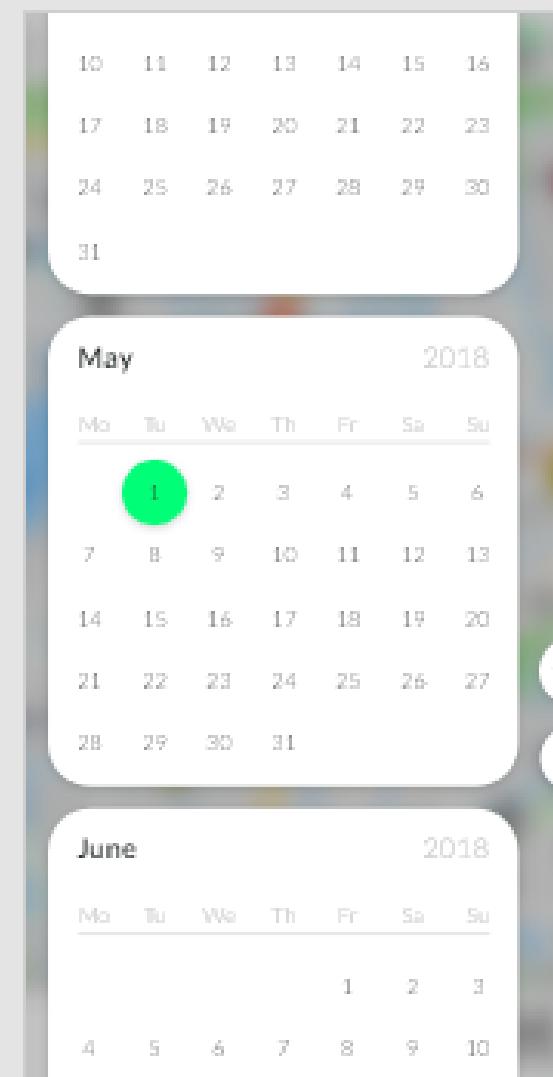
Home screen



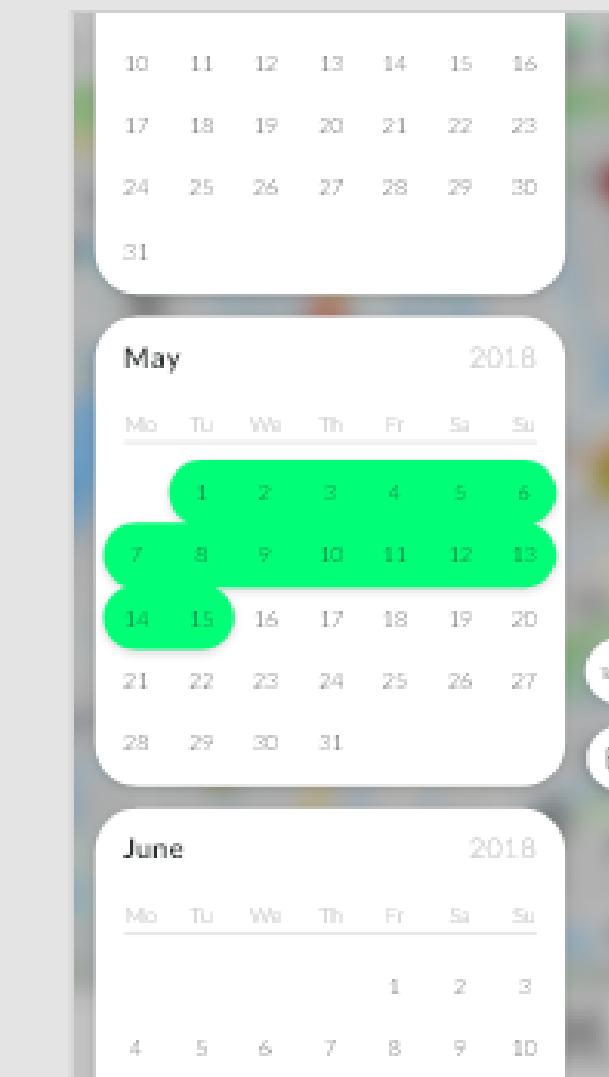
Find parking



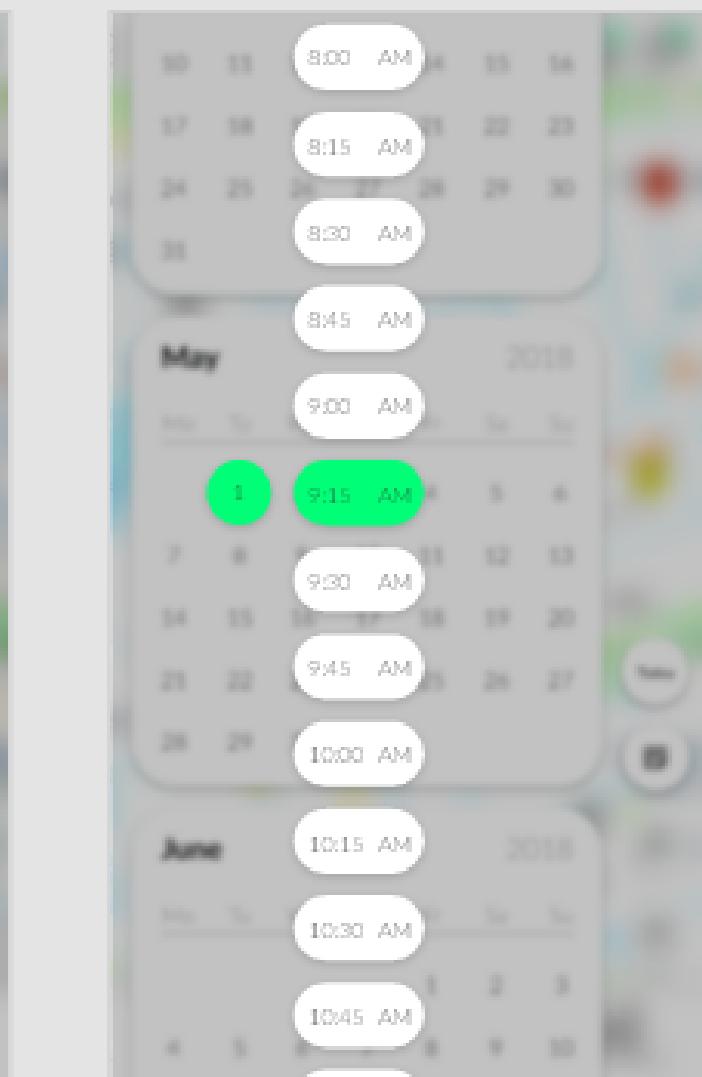
Set dates



Set date range

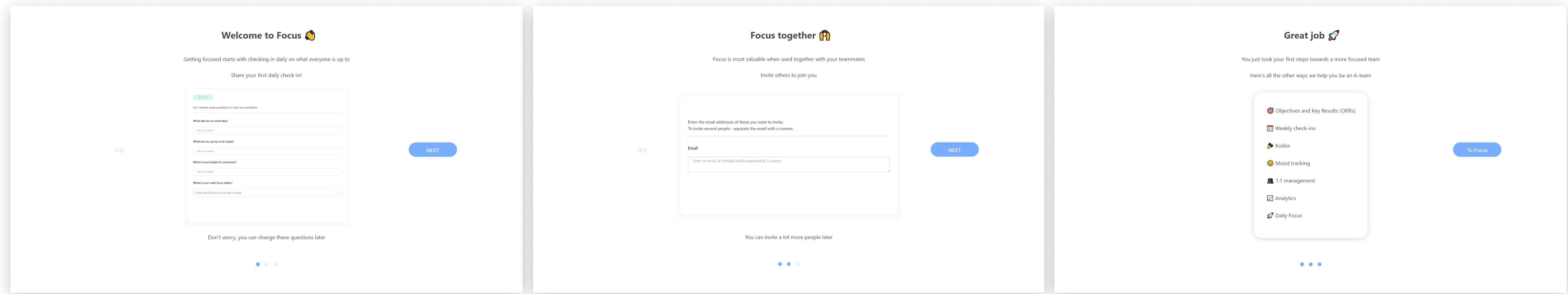


Set starting time



Focus

Onboarding for OKR measurement SaaS WebApp



Engage with daily recurring task

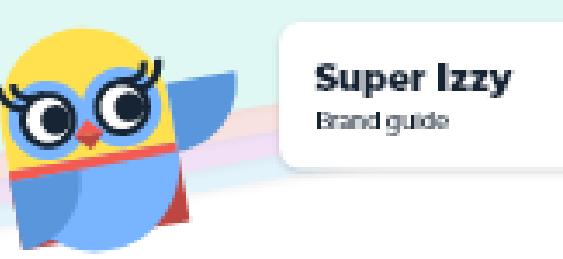
Invite colleagues

Tease additional functionality

Super Izzy AI

**Reproductive health chatbot for
teenage girls, built on Facebook
Messenger**

Brand guide



Super Izzy
Brand guide

Statements

Purpose
We believe in a world without taboos on reproductive health and the human body

Vision
We will empower people by encouraging conversation without shame about reproductive health

Mission
Be the most engaging and efficient education platform on reproductive health

Colours

Primary

#E99090	#88E9DB	#D9A9E3	#A9D9E3
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Secondary

#002443	#A9A9A9
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Fonts

Montserrat Black

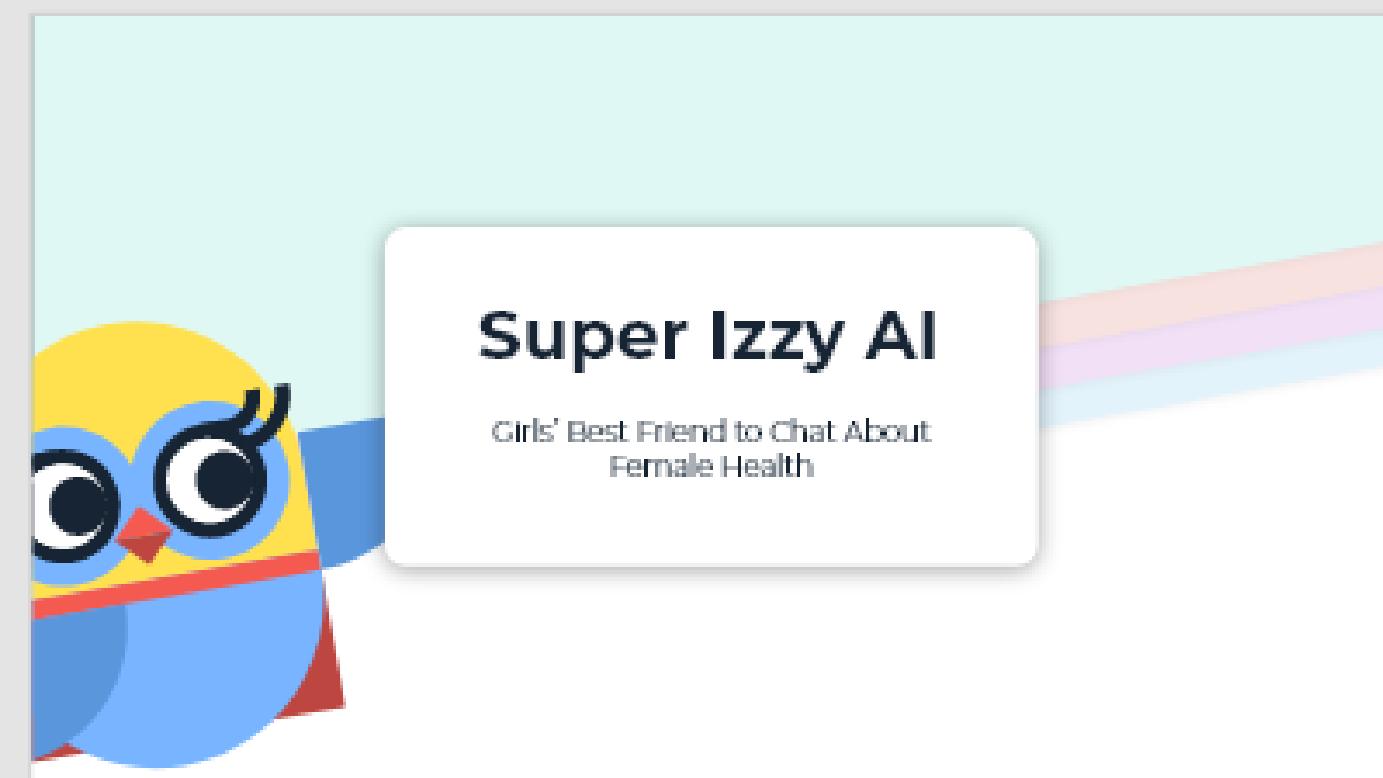
Montserrat Regular

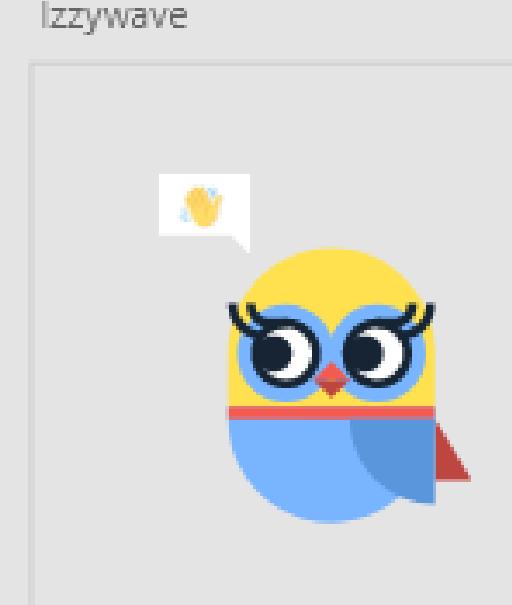
Montserrat Thin

Mascot
Izzy



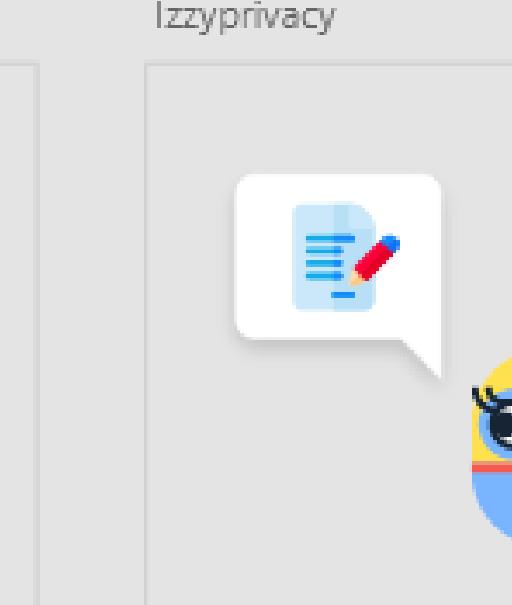
Slide





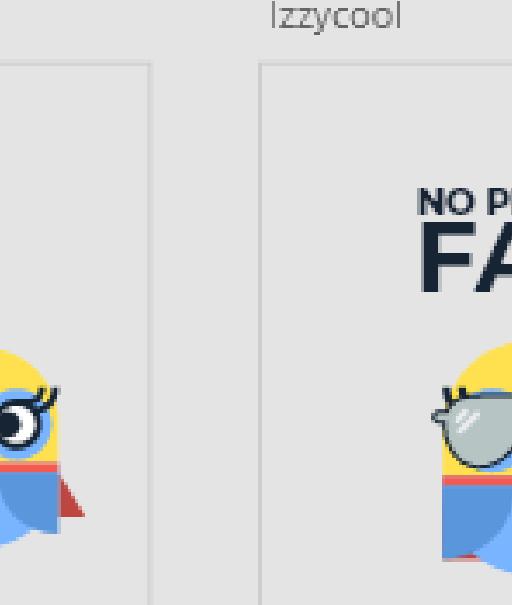
Izzywave

Izzywave – 2



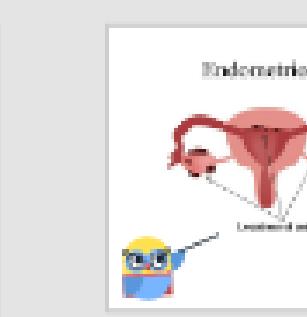
Izzyprivacy

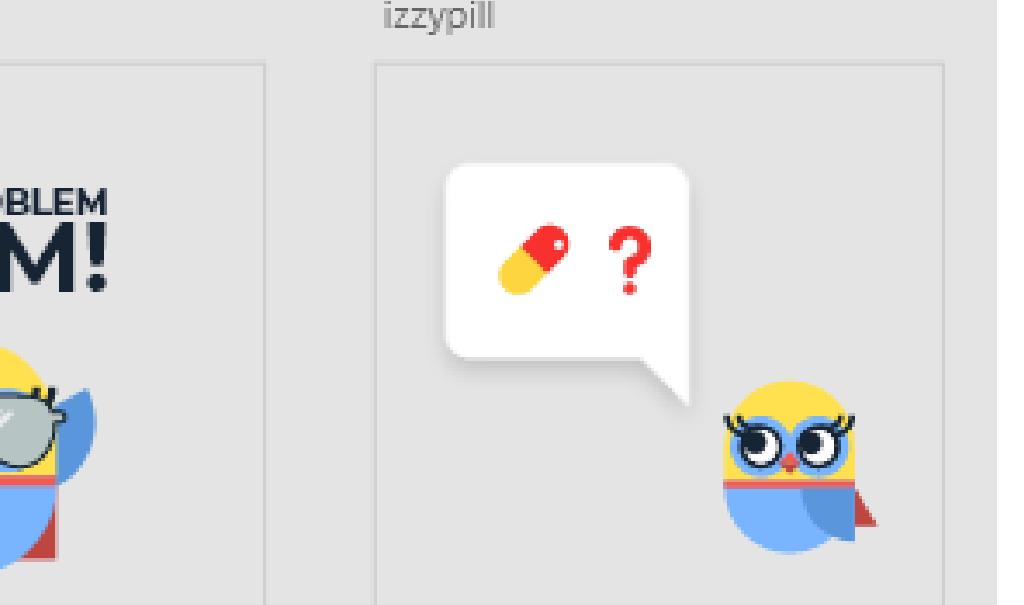
Izzy says hello



Izzycool

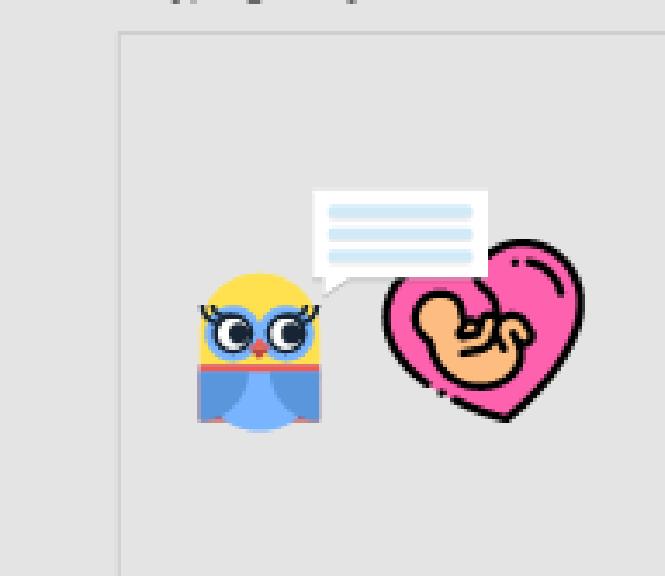
Endometriosis



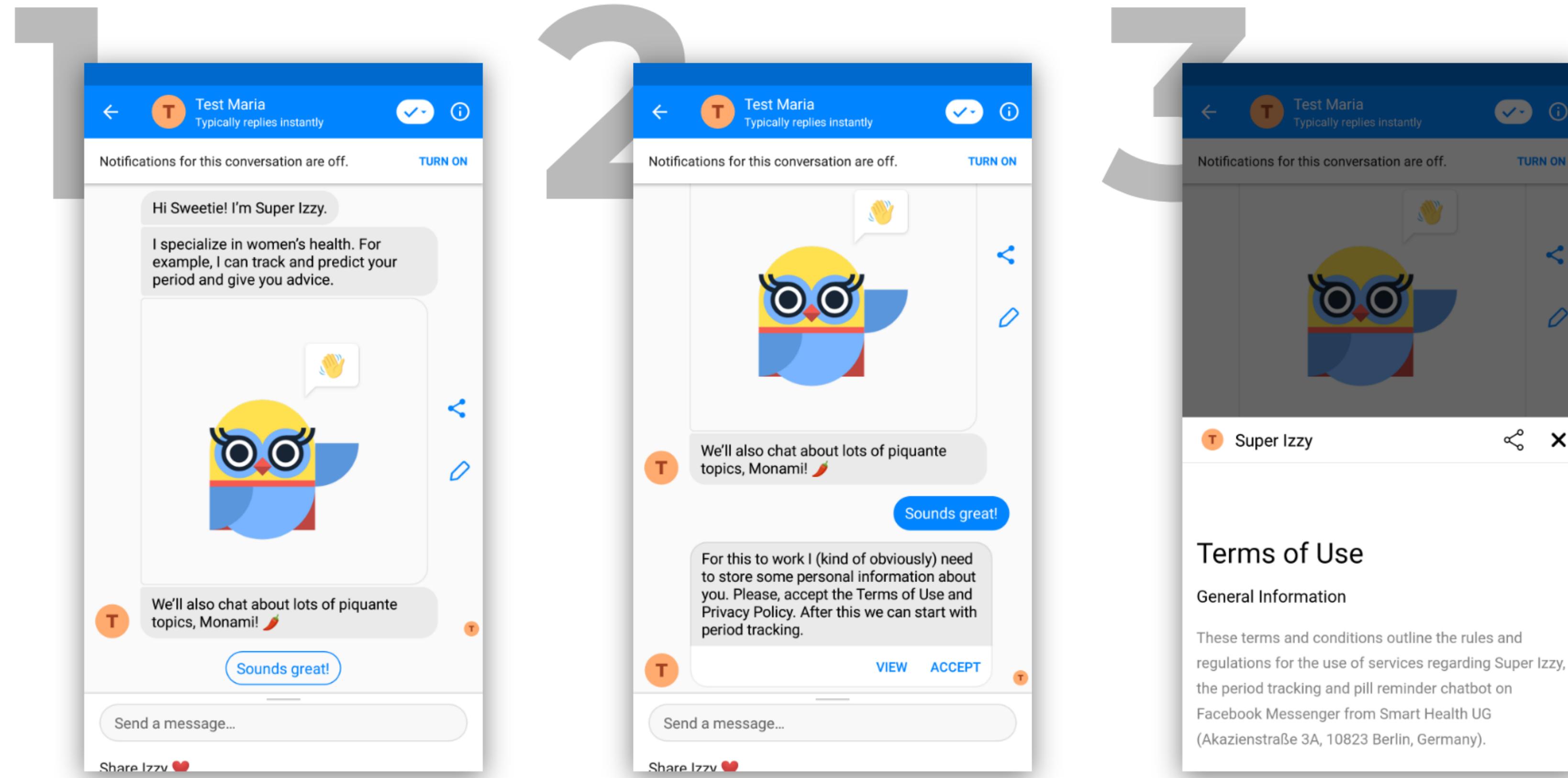


izzypill

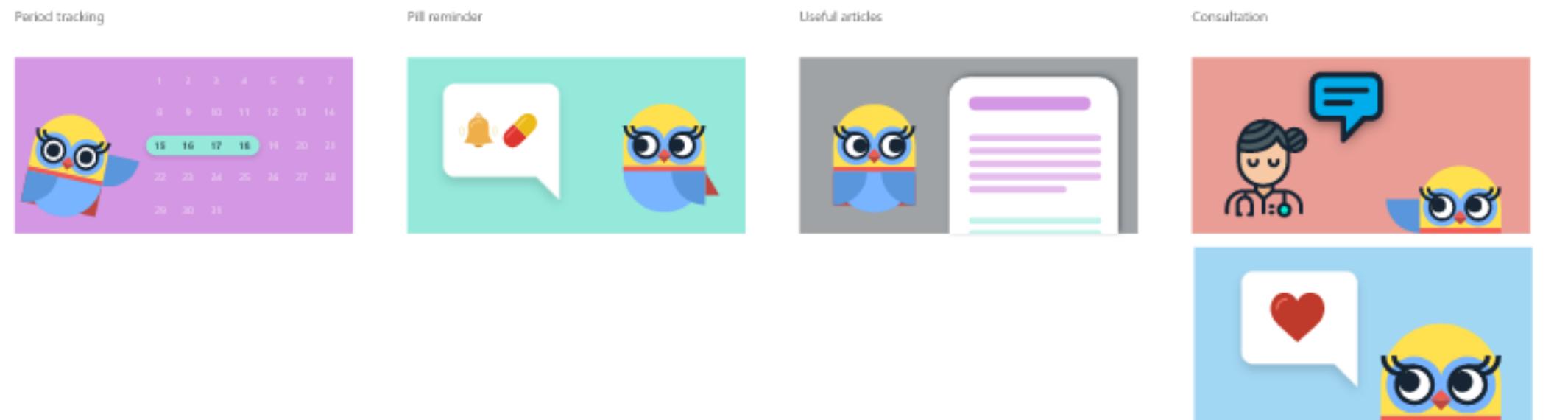
izzypregnancy



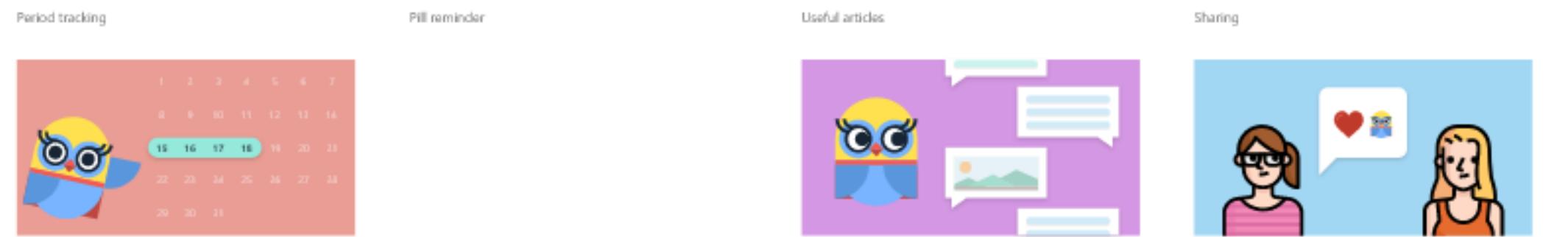
Style sheet and assets



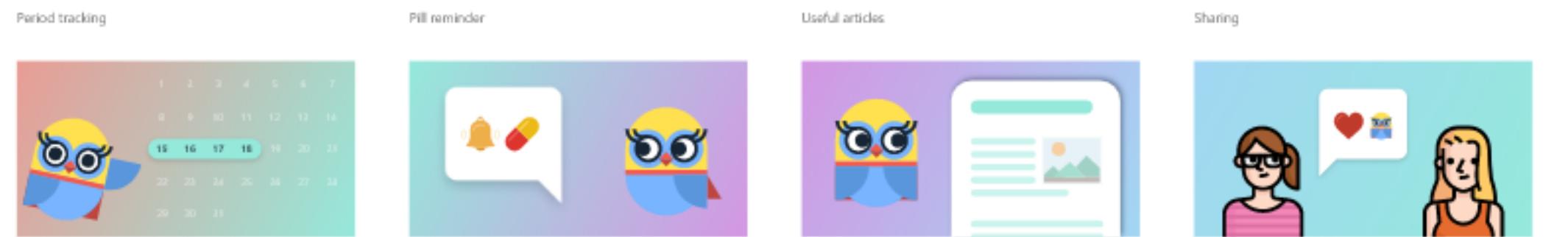
GDPR update flow



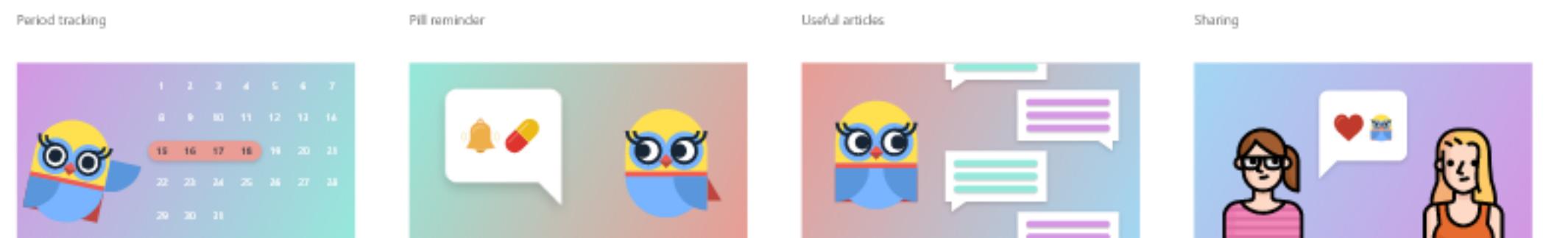
Solid colour



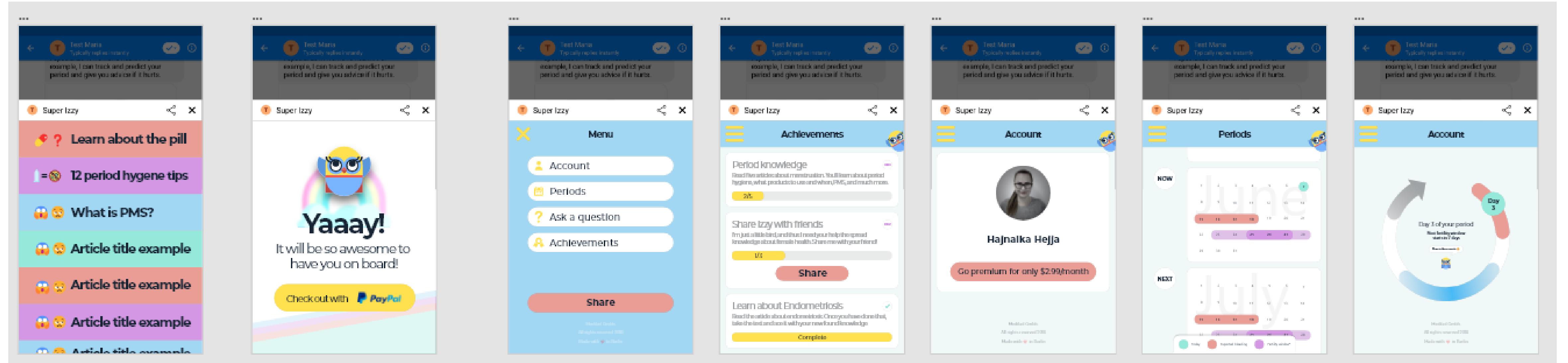
Gradient



Gradient alternative



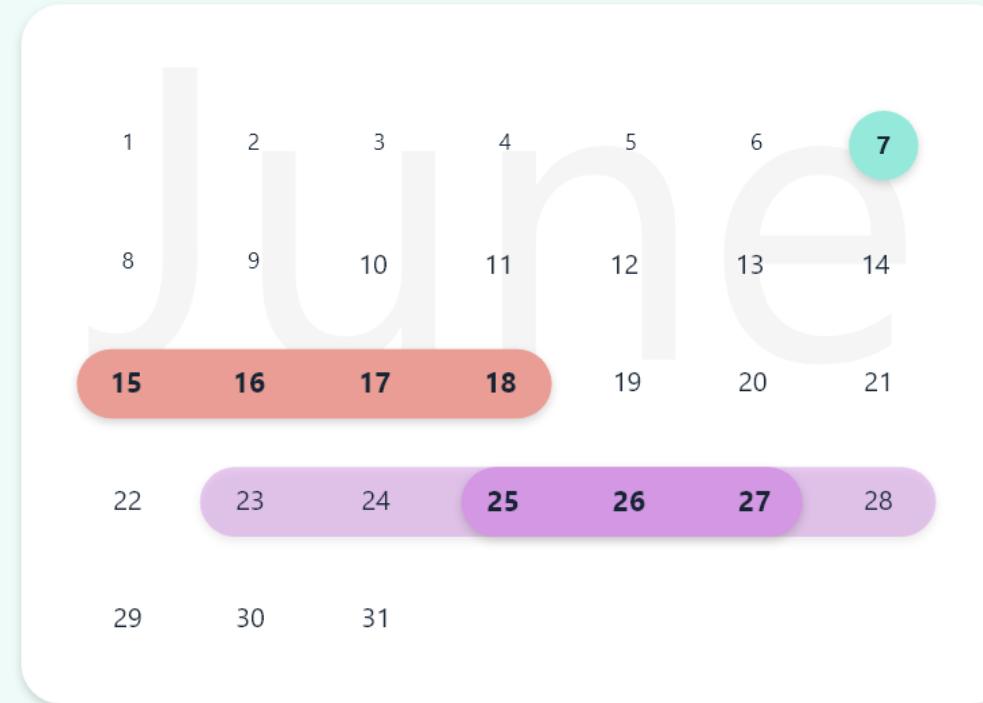
Main navigation carousel iterations



Web view pages

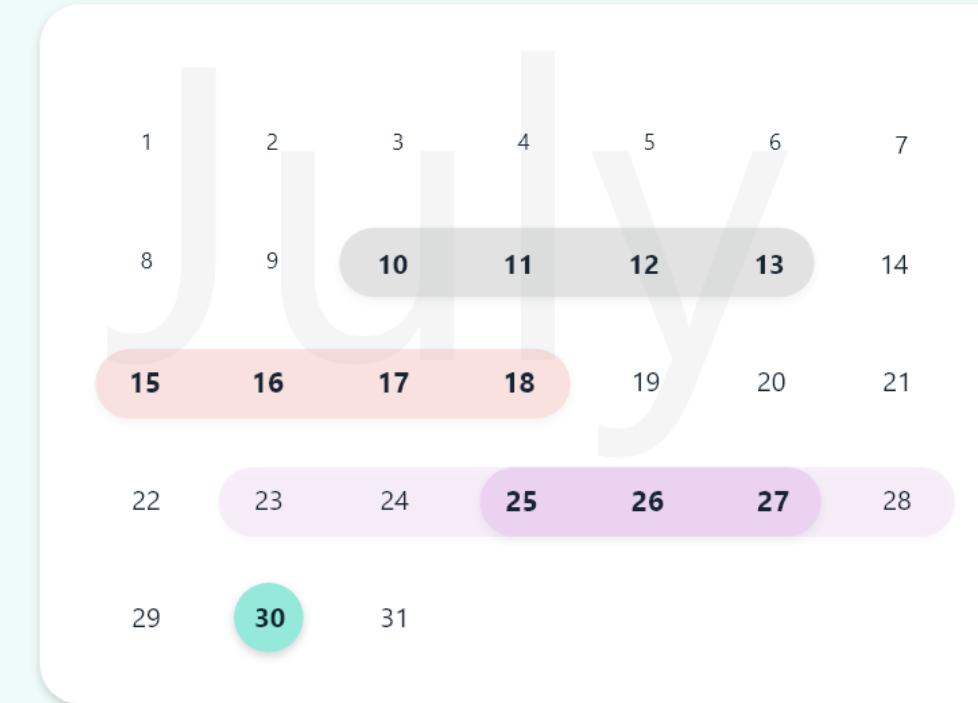
One month card is enough

Your next **period** is in 7 days



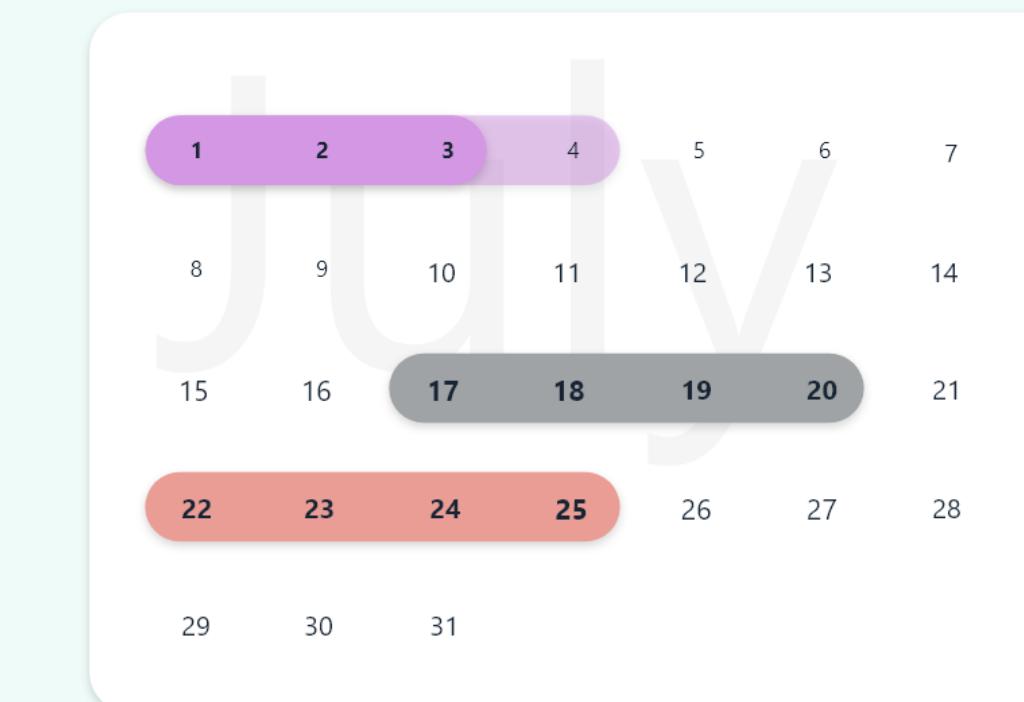
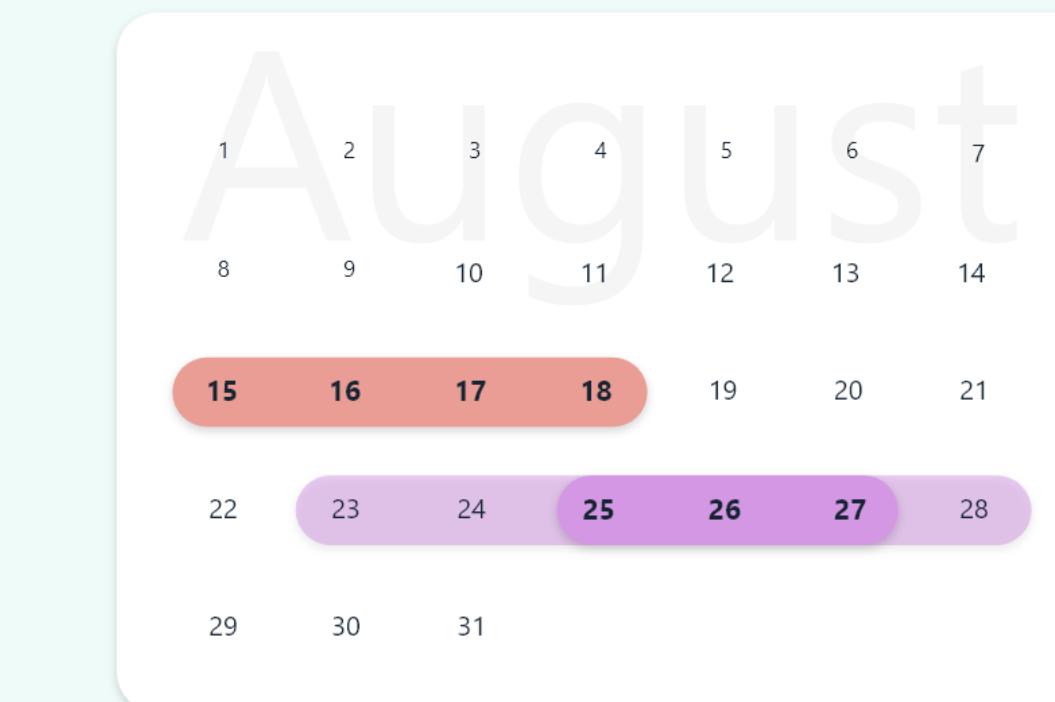
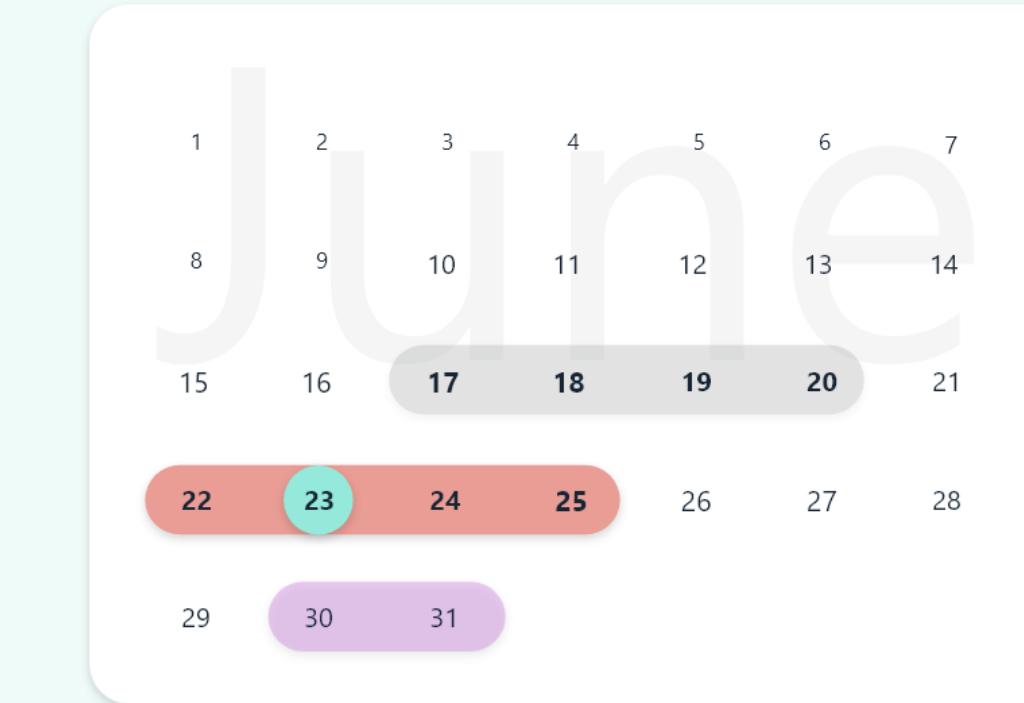
Two month cards needed

Your next **period** is in 15 days



On current period

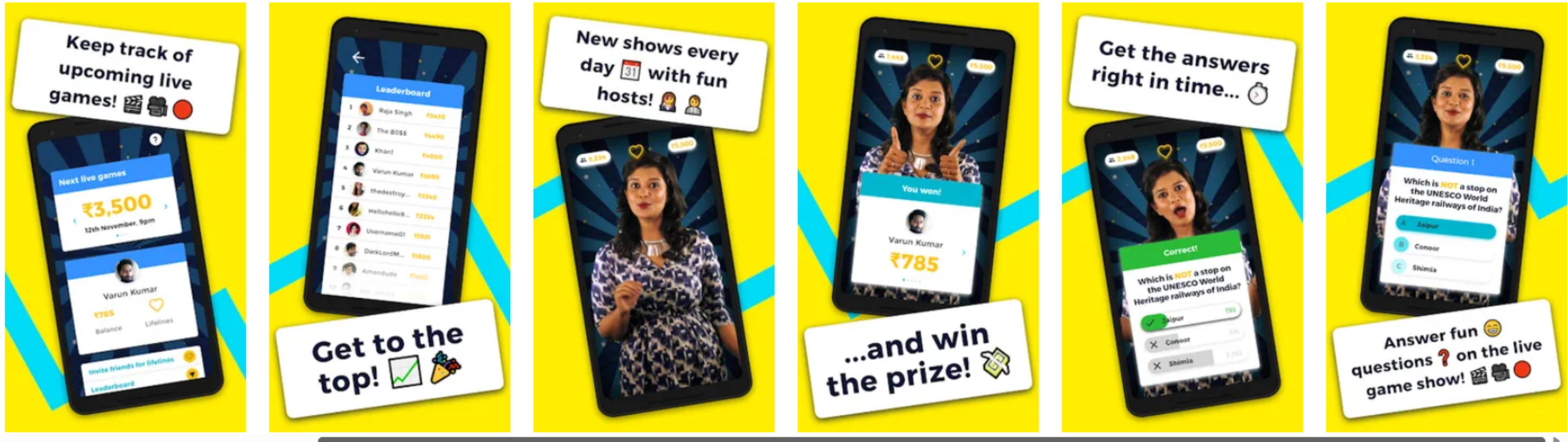
It's the 2nd day of your **period**



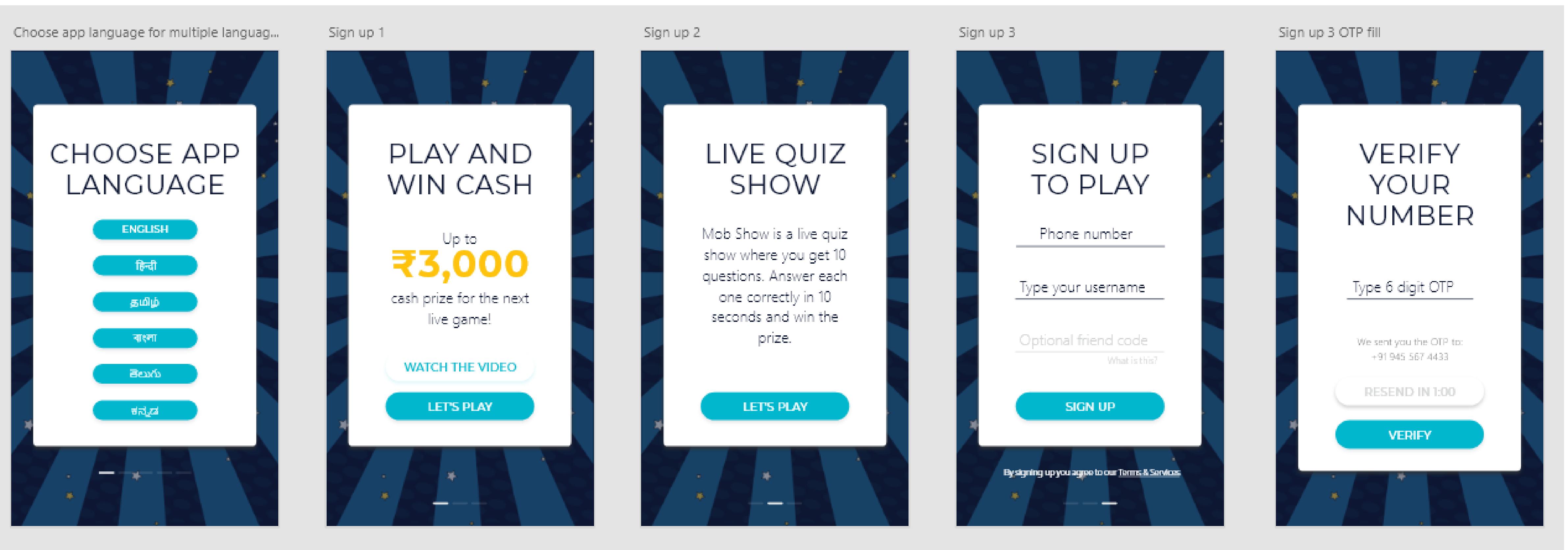
Period calendar variations

Mob Show

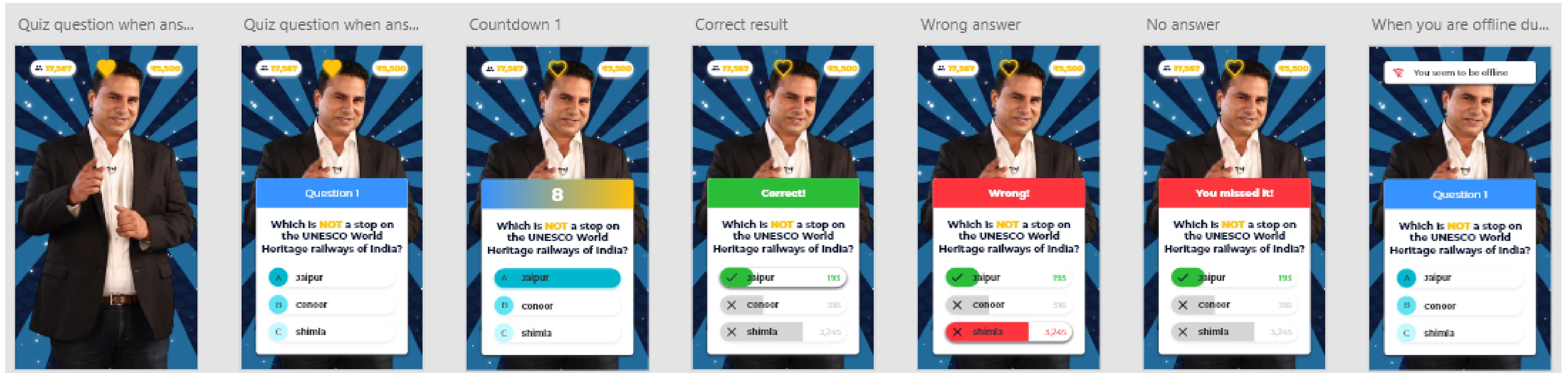
**Interactive live video based
game show app for Android**



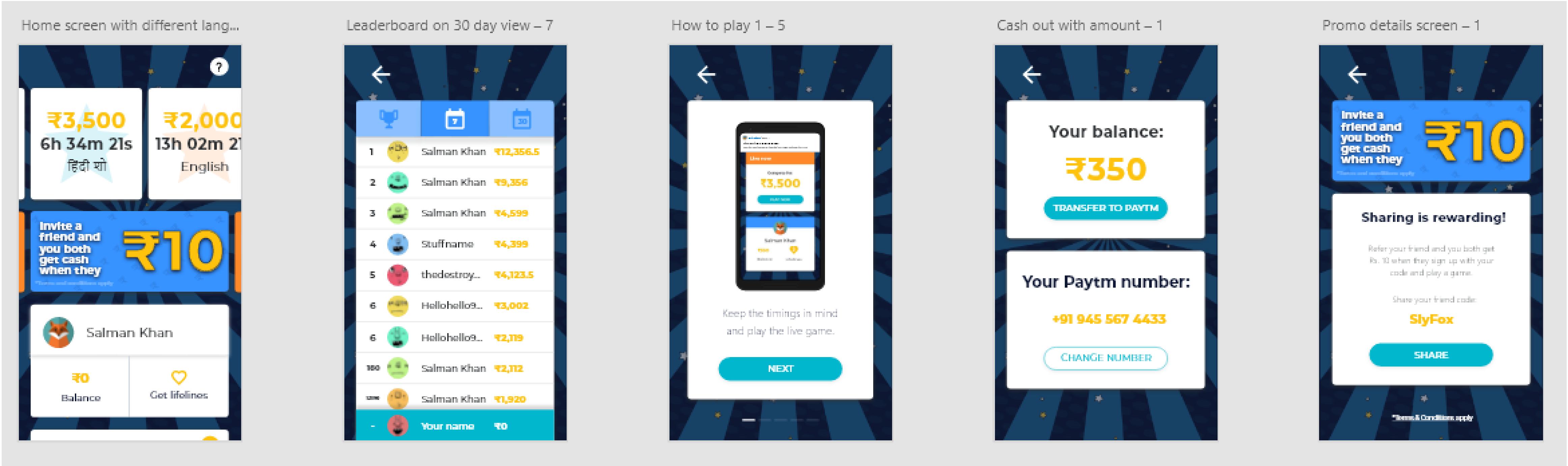
Play store assets



Onboarding flow



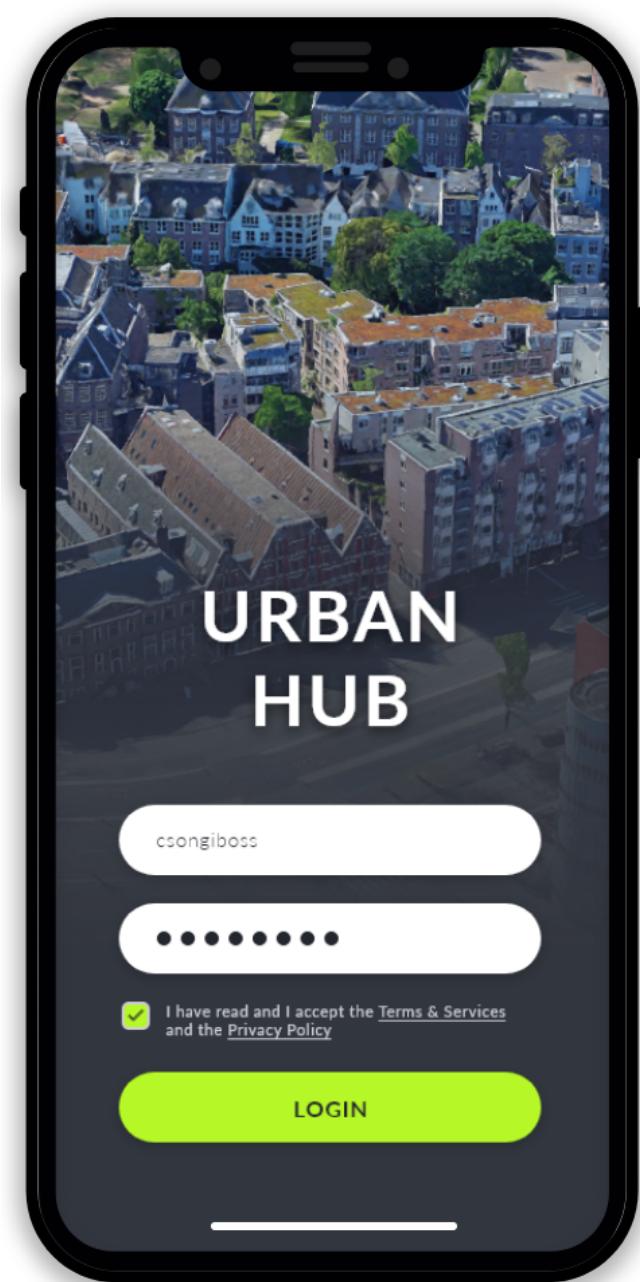
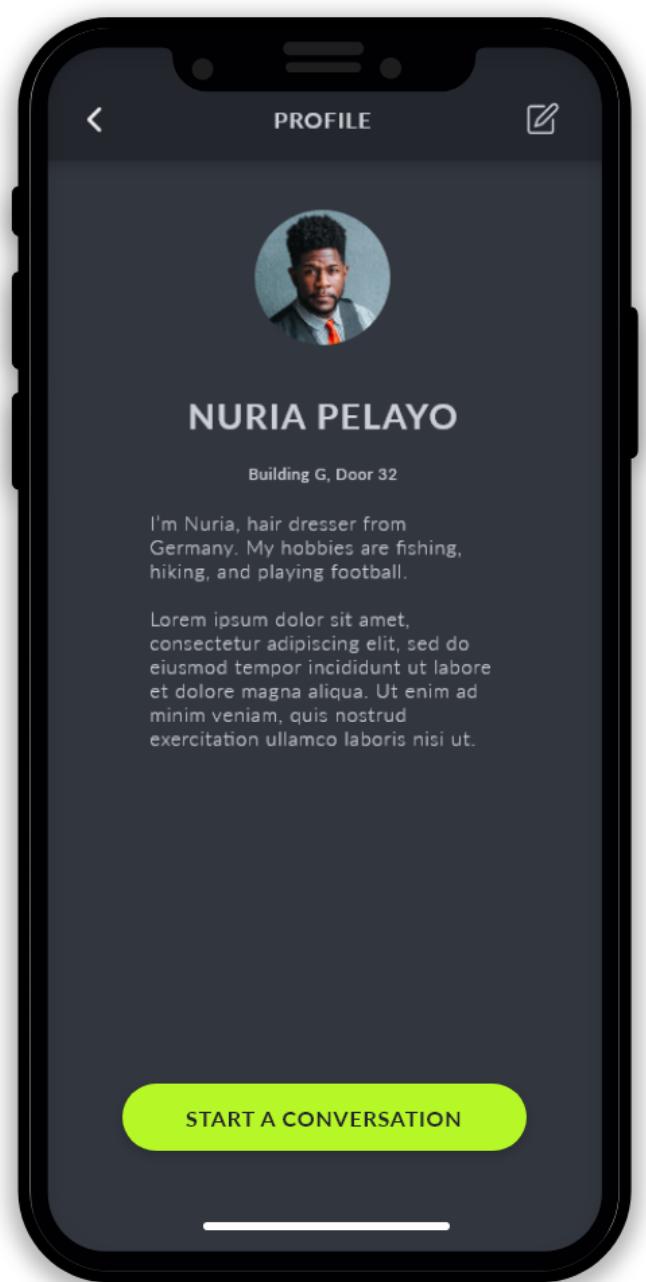
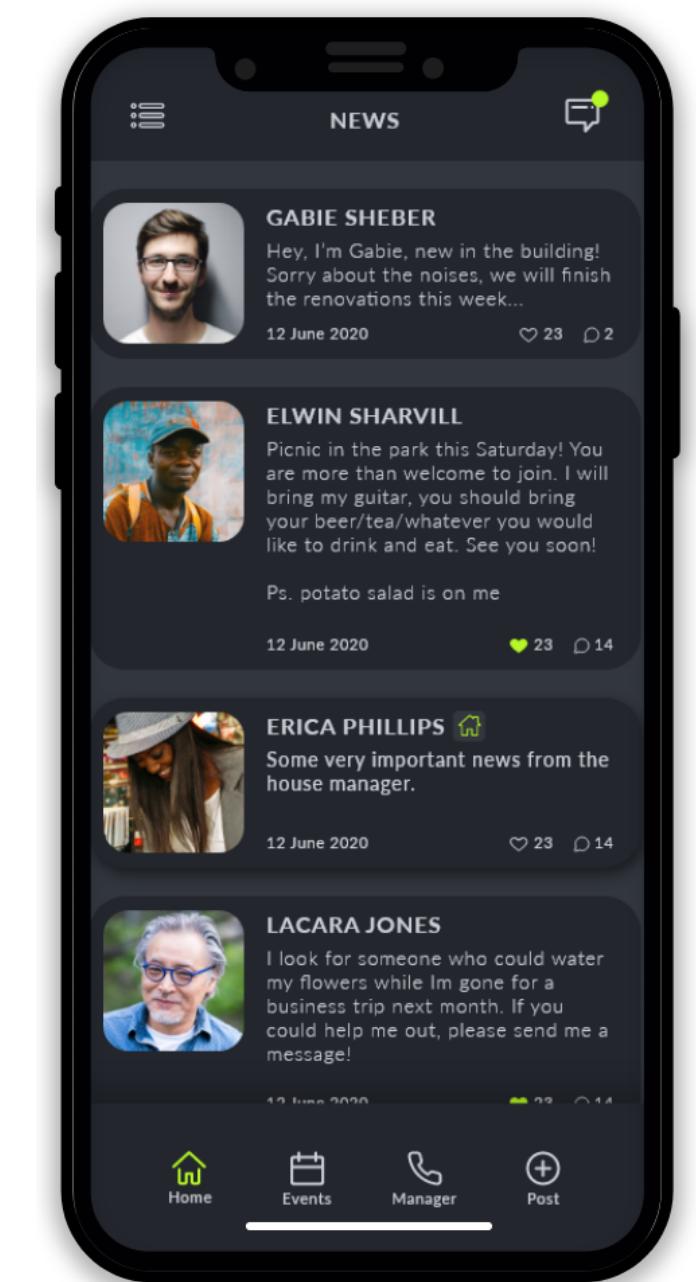
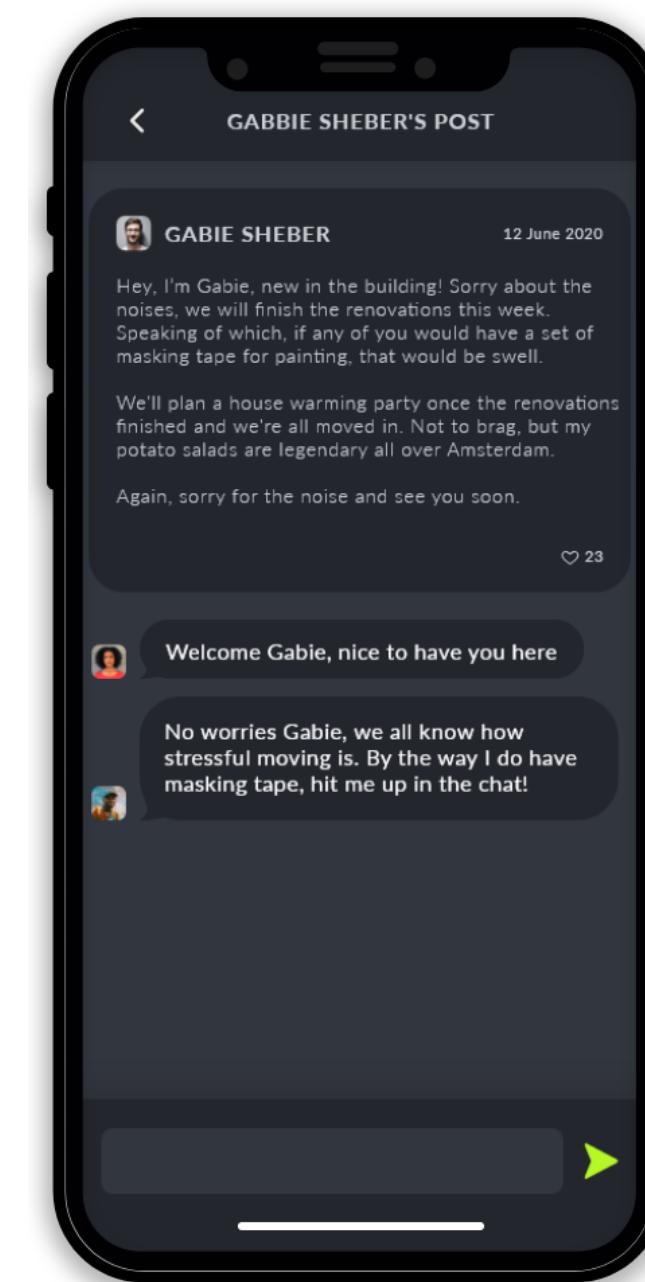
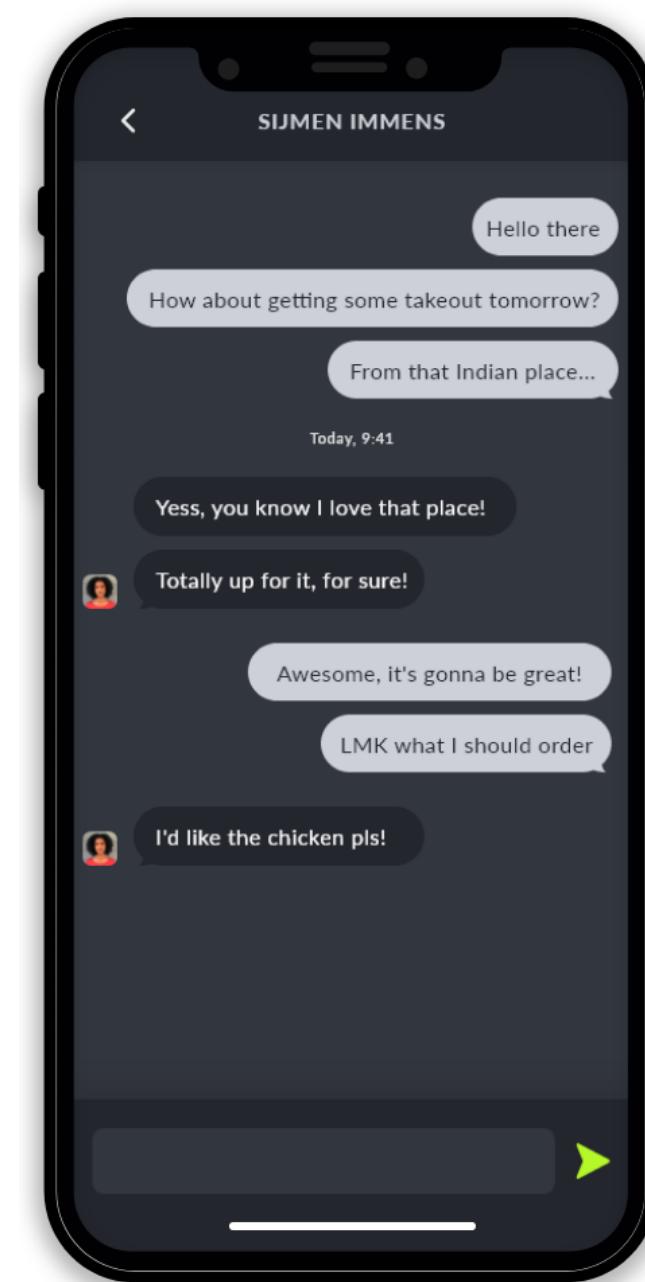
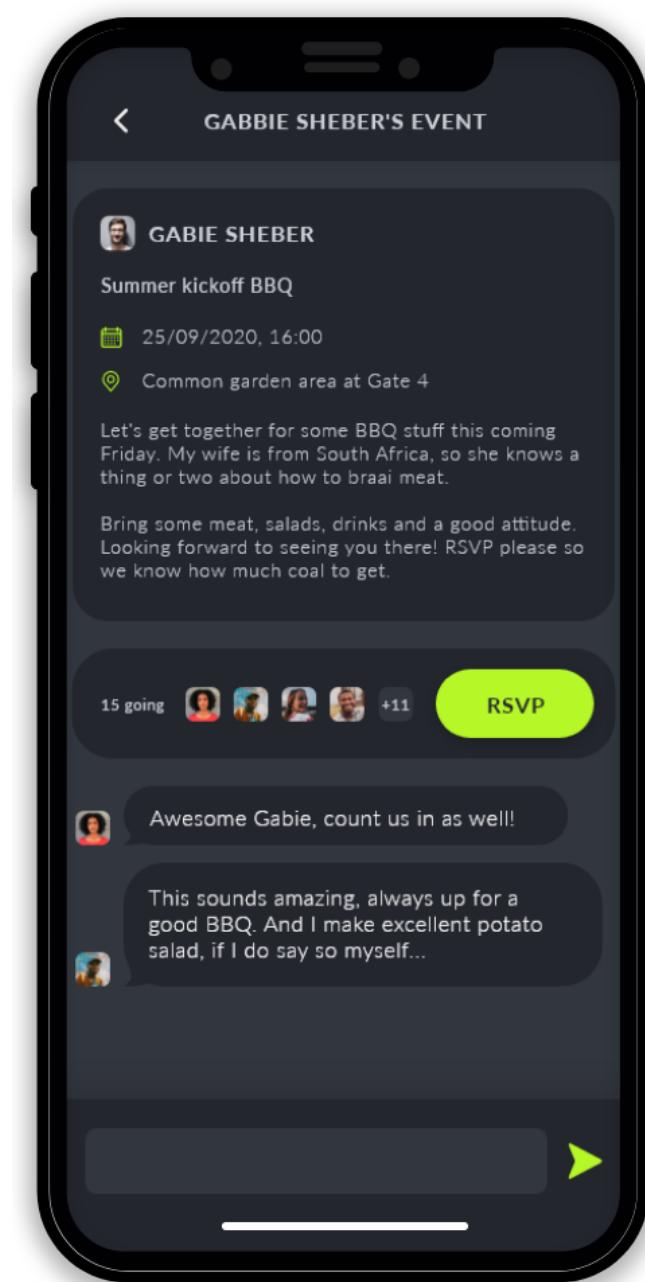
Question flow



Additional screens

Urban Hab

**Community app for managing
an apartment building**



Thank you

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