

MATTHEW DALBERTO

Flourtown, PA | [Portfolio](#) | [LinkedIn](#)

PRODUCT DESIGNER

Experienced Product Designer with proven expertise in leading user experience strategy, visual design, and product development across various digital platforms and industries. Excels in creating cohesive design systems, shaping brand identification, and crafting user-centered interfaces for mobile, web, and desktop applications. Adept at translating complex business goals into accessible and efficient design solutions.

SKILLS

UX Strategy • UI Design • Information Design • Design Systems • Atomic Design Methodology • Branding • Design Thinking • High-fidelity Prototyping • Responsive Design • Cross-platform Design • A/B Testing • Quantitative Research • Qualitative Research • Workshop Facilitation • Conversion Optimization • Situational awareness features • Mobile Design • User Flow Development • Cross-functional Collaboration • Creative Direction • Product Strategy • Stakeholder Communication • Problem Solving • Agile Collaboration

PROFESSIONAL EXPERIENCE

VOICE SYSTEMS ENGINEERING

2022 to 2025

Senior Product Designer

- Oversaw UX strategy across various enterprise conferencing products, including Native iOS, Android, web, and responsive web-based portal, to ensure a cohesive and user-friendly experience
- Crafted user interface solutions for a multi-platform coaching and community engagement service
- Collaborated with complex workflows with product managers and engineering teams in a Scrum process to convert business goals into polished, high-fidelity design prototypes
- Designed and coded two static HTML marketing websites and produced app store preview videos

Core Accomplishments:

- Developed brand identity, visual direction, and design systems for two brands using the shared platform infrastructure, complete with a library of high-fidelity feature flow mockups
- Embedded AI-powered features to deepen user interaction and enhance overall experience

Senior UI/UX Designer and Frontend Developer

2019 to 2022

- Lead interface designer for mobile applications to complement established website functionality
- Served in the application development team as a frontend developer within the Scrum team

Core Accomplishments:

- Managed end-to-end visual design and UI execution in Figma, while developing front-end components using HTML, CSS, JavaScript, and the Angular + Ionic framework for two mobile apps

Product Strategist

2017 to 2019

- Led a six-person design team in building modular, scalable design systems for three distinct brands, using atomic design methods and transitioning workflows to Figma
- Planned and conducted user testing in close collaboration with an eight-person marketing and data analytics team to validate design concepts and optimize user engagement

Core Accomplishments:

- Created brand guidelines and directed a UI modernization effort to revitalize a well-established, multi-million-dollar brand through the application of design thinking

Senior UI/UX Designer

2015 to 2017

- Directed visual and interface design for the overhaul of two internal desktop platforms used by customer service agents, enhancing usability and significantly reducing training time
- Worked within a scrum and cross-functionally with finance and support teams to define feature requirements and deliver detailed mockups and end-to-end user flows

Core Accomplishments:

- Refreshed and brought clarity to the usability of 15-year-old customer service agent applications with streamlined user flows and information presentation, which increased customer satisfaction

MATTBOT DESIGN

2019 to Present

Branding, UI Designer, Frontend Developer

- Created high-fidelity Figma mockups for doctor and patient portals to support streamlined healthcare interactions

Core Accomplishments:

- Designed and maintained responsive websites for community-focused groups

NOVOTORIUM

2013 to 2015

Creative Director, Startup Incubator

- Establish the overarching creative concept and artistic direction for four startup companies
- Managed project budgets, contractors, and deadlines in support of marketing campaigns

Core Accomplishments:

- Advised on marketing strategy and delivered marketing websites in WordPress to support startups
- Worked with a global development team within the scrum team to create the interface for products like a food ordering web application and a hydroponic vegetable warehouse management system

TECH STACK

Figma, Photoshop, Illustrator, Adobe XD, HTML, CSS, SCSS, JavaScript, Angular, Ionic, WordPress, Ruby on Rails, Midjourney, AfterEffects, VS Code, Visual Studio, GitHub, Optimizely, Maze.IO

INDUSTRIES

Software, Health & Wellness, Education, Media & Communications, Consumer Services, Startups, Marketing & Branding, SaaS & Enterprise Solutions, Community & Nonprofit Initiatives

EDUCATION

BA Graphic & Interactive Design, Tyler School of Art, Temple University
UX Certification, Nielsen Norman Group