

MATTHEW DALBERTO

UX DESIGNER

Flourtown, PA
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mattbotdesign.com
linkedin.com/in/mdalberto

UX designer and strategist with experience designing thoughtful, user-centered solutions across mobile, web, and desktop platforms. Translating complex business goals into intuitive end-to-end experiences using usability heuristics, design standards, and agile collaboration. Combines visual design with real-world usability and data-backed feedback to create digital products that are both visually appealing and functionally useful.

SKILLS

PROFESSIONAL

- Visual Design
- Product Design
- UI Design
- Hi-Fidelity
- Prototyping
- Web Design
- Mobile Design
- Responsive
- Design
- Branding
- Design Systems
- Accessibility

EDUCATION

UX CERTIFICATION

Nielson Norman Group

BSA GRAPHIC AND

INTERACTIVE DESIGN

Tyler School of Art,
Temple University

PROFESSIONAL EXPERIENCE

OWNER/UX DESIGNER | 09/2024 - present

MATTBOT DESIGN

- Craft intuitive digital interfaces in Figma for client websites and apps
- Collaborate with Griflan and Fynydd to deliver polished visual designs across platforms

SENIOR UX DESIGNER | 09/2022 - 6/2025

VOICE SYSTEMS ENGINEERING

- Managed UX for a multi-brand, role-based conferencing platform
- Within a scrum team, products with ongoing evolutions included iOS, Android, web, marketing landing pages, and admin portal
- Translated 100+ requirements into high-fi mockup flows
- Created two brand identities with UI, guidelines, and Figma libraries
- Led usability testing to validate design decisions and improve UX

UI/UX DESIGNER | 02/2019 - 09/2022

- Led as UI/UX Designer for a mobile application scrum team
- Recreated the features and functionality of two brands' feature-rich responsive websites to IOS and Android applications
- Created design systems and hi-fidelity mockups of flows in Figma
- Developed front-end using HTML, CSS, JS, Angular, and Ionic

PRODUCT STRATEGIST | 03/2017 - 02/2019

- Served as creative services representative on product strategy team to be the UX voice when innovating the core features and functionality of the company's multi-million dollar generating
- Championed a website redesign initiative to rework product's branded theme's UI elements to become modern and cohesive
- Directed six-person creative team to create design systems
- Performed user research and usability A/B testing in partnership with marketing and analytics teams to validate and drive revenue

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TECH STACK

- Figma
- Midjourney
- Photoshop
- Illustrator
- Adobe XD
- Optimizely
- Maze
- Hotjar
- VS Code
- Jira
- AHA

EXPERIENCE (CONTINUED)

UI/UX DESIGNER | 10/2015 – 03/2017

- Championed overhaul of four internal desktop applications used by finance and customer service agents
- Converting desktop apps to web-based ones with success metrics being reducing fraud, and increasing positive call disposition data
- Led interview sessions with agents and finance to understand needs
- Documented 100+ user story requirements with project manager
- Designed high-fi mockups and prototypes for development team
- Developed cohesive design system that speed up productivity

CREATIVE DIRECTOR | 06/2013 – 10/2015

NOVOTORIUM

- Led creative department in support of four startup companies
- Supported marketing with campaign materials and landing pages
- Managed project budgets, contractors, and deadlines
- Worked with technology team within agile team to apply branding, design user interfaces, and translate requirements into high-fidelity mockups for startup digital products