MATTHEW

DALBERTO

UX DESIGNER

PRODUCT STRATEGIST I 03/2017 – 02/2019

**PROFESSIONAL EXPERIENCE**

* Visual Design
* Product Design
* UI Design
* Hi-Fidelity
* Prototyping
* Web Design
* Mobile Design
* Responsive
* Design
* Branding
* Design Systems
* Accessibility StandardsUser Testing  
  User Research

**BSA GRAPHIC AND INTERACTIVE DESIGN**Tyler School of Art,   
Temple University

**UX CERTIFICATION**Nielson Norman Group

**EDUCATION**

* 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
* 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

UI/UX DESIGNER I 02/2019 – 09/2022

* 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

SENIOR UX DESIGNER I 09/2022 – 6/2025VOICE SYSTEMS ENGINEERING

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

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.

OWNER/UX DESIGNER I 09/2024 - presentMATTBOT DESIGN

Flourtown, PA

[mdal138@gmail.com](mailto:mdal138@gmail.com)mattbotdesign.com  
linkedin.com/in/mdalberto

**PROFESSIONAL**

**SKILLS**

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

DALBERTO

UX DESIGNER

MATTHEW

Flourtown, PA

[mdal138@gmail.com](mailto:mdal138@gmail.com)mattbotdesign.com  
linkedin.com/in/mdalberto

* 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
* 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

CREATIVE DIRECTOR I 06/2013 – 10/2015NOVOTORIUM

Ui/UX DESIGNER I 10/2015 – 03/2017

**EXPERIENCE *(CONTINUED)***

**TECH STACK**