



Matt Whalley

mattwhalley.com

matt@mattwhalley.com

754-231-9786

USER MANUAL

Background

I'm a senior frontend designer/developer with 10+ years of experience building accessible, scalable web interfaces—often in complex, regulated industries like healthcare and government. I bridge design and engineering through systems thinking, working best where aesthetics meet architecture.

Values & Principles

Clarity over noise. I build interfaces that are calm, legible, and intentional.

Sustainability beats novelty. I care about systems that age well.

Accessibility is non-negotiable. Everyone deserves a good experience.

Thoughtful by default. I move with purpose, not urgency.

The long game matters. I prioritize product health over speed or vanity metrics.

Quiet leadership. I don't chase credit, I chase quality.

Empathy, always. For teammates, end users, and future maintainers.

Work & Communication Style

INTJ core. Analytical, systems-minded, independent, and focused.

Best hours: Early mornings or post-bedtime work sprints.

Meetings: I prefer clear agendas, async first, and deep work time protected.

Feedback: Direct, constructive, and always in service of improvement.

Documentation: I write and refine docs to align systems and scale clarity.

Email/Messages: I'll respond thoughtfully, not always instantly.

Craft & Technical Approach

Design-minded frontend: I prototype in code and polish interactions.

System-oriented: Experienced with tokens, component libraries, and accessible UI patterns.

Tool-agnostic: Fluent in modern frontend stacks; adaptable, clarity-focused.

Thoughtful defaults: Prefer resilient, user-controlled, low-friction tools.

Not backend-focused: I integrate APIs and build glue logic, not databases.

Cross-functional: I collaborate closely across product, design, and engineering.

Day-to-Day & Environment

I thrive in quiet, focused environments with asynchronous collaboration.

I contribute to design systems, codebases, and cross-functional documentation.

I lead with example, often bridging gaps between design intention and engineering execution.

I struggle in chaotic environments where opinions override evidence and technical debt compounds.

I'm energized by autonomy, deep work, and strong design/dev partnerships.

Personal Notes

Based in St. Augustine, FL – Eastern Time.

I'm a husband and dad of two (one toddler, one infant), so evenings are for bedtime stories.

Outside of work: I climb, surf (when conditions permit), bake sourdough, and tinker with side projects.

Side project energy: climbing apps, local-first journaling tools, minimalist writing PWAs.

I value long-term clarity and healthy boundaries—home and work should support each other.

How to Work With Me

Need a decision? Present tradeoffs clearly and I'll move quickly.

Want feedback? Happy to review designs, code, or docs—just give me context.

Best time to connect? Mornings before 10 AM ET or async via messages/email.

What I value in teammates: Clarity, humility, follow-through, and genuine curiosity.

What frustrates me: Politics, hand-waving, avoidant conflict styles, and "just ship it" cultures.

WHY THIS EXISTS

This user manual is meant to set clear expectations up front—for hiring managers, collaborators, or potential partners. It reflects who I am, how I work, and how to get the best from me.

If this resonates, I'd love to connect.