



I didn't realize but I swapped ROWS 1 and 3 in PCB layout due to deciding on 10-key style in final design but forgot to change here in schematic. I didn't realize until I physically had the PCB in my hands from PCBway

Schematic is okay, but naming convention due to this is backwards on wiring diagram and PCB.  
E.g. row 3 corresponds to top row (which should be row 1)  
This was accounted for in the software by remapping pins