

Hello! 🙌 I'm Matt Zanetti

Highly versatile multi-disciplinary designer with 15 years in development and over 28 successful game and software launches. Skilled in creating user-centered, impactful designs that drive engagement and give products a competitive edge, especially in demanding start-up environments.

WORK EXPERIENCE

Senior Product Designer | [BetHog](#) 2024 - Current

- Developed and maintain BetHog's brand identity.
- Design and produce artwork, animations, and sound effects for original games.
- Own the end-to-end product design PWA.
- Established a comprehensive design system.
- Design gamification elements driving user engagement.
- Integrated low-code and automation tools.
- Pioneered usage of creative AI tools.

Senior Product Designer | [VAULT Music](#) 2021 - 2023

- Created and owned the VAULT design system.
- Spearheaded the rebranding effort.
- Coordinated cross-functional design workshops.
- Led the WebApp team, consisting of four engineers, one QA, and myself.
- Ownership of high-stakes artist pitches, presenting to influential figures like Daft Punk, Eminem, and Gorillaz.

Head of Design | [Open Frequency](#) 2017 - 2021

Co-Founder & CCO | [Guerilla Tea Games](#) 2011 - 2017

Junior Designer | [MKW Designs](#) 2009 - 2010

EDUCATION

MProf Games Development

[Abertay University](#) | 2010 - 2011

BDes Interior Architecture (hons)

[Edinburgh Napier University](#) | 2004 - 2008

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PORTFOLIO:

www.zanettidesign.com

SKILLS

Ideation

UX Research

Design Workshops

UX/UI Design

User Interviews

Usability Testing

Persona Development

Wireframing

Prototyping

Graphic Design

Interaction Design

Responsive Web Design

NoCode Development

TECHNICAL

Figma

Webflow

Unity Game Engine

Adobe CC

HONOURS

Industry Advisory Board

Glasgow Caledonian University

Develop 30 under 30

2014

Tiga 100k Games on the Move Winner

2012