

# Matthew Rappo

Strategic design lead specializing in foundational design system architecture, scalable product experiences, and cross-functional team leadership. 10+ years building enterprise solutions for Fortune 500 clients and startups, with expertise in type systems, mobile-first responsive design, and production-grade implementation.

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## FREELANCE

Huge / Chora / Various  
2024-Present

Lead design systems architecture and strategic product initiatives for enterprise clients and early-stage startups. Architect component libraries, establish design standards, and present strategic decisions to client leadership. Manage cross-functional collaboration ensuring implementation quality. Recent work includes enterprise AI education platform (Huge) and founding designer role for Seed-funded startup (Chora). Secured multiple contract renewals and extensions based on strategic contributions.

## CRITICAL MASS

Art Director  
2021-2024

Led design systems and strategic initiatives for enterprise clients including US Army digital modernization, LPL financial platform, and J+J medical experiences. Directed distributed design team, established type systems surviving mid-project rebrands, drove cross-functional alignment. Contributed to new business wins, mentored designers, and promoted departmental growth and culture.

## CRITICAL MASS

Senior Designer  
2018-2021

Designed responsive web and mobile experiences for Citibank and Nissan. Developed interactive prototypes, user flows, and component libraries while embedded in client teams. Led design initiatives focusing on user experience and technical feasibility. Promoted to Art Director.

## CRITICAL MASS

Freelance Designer  
2017-2018

Designed responsive web experiences for Citibank focusing on design systems and component library development. Demonstrated systematic design thinking and execution quality, leading to conversion to full-time role with promotion.

## FREELANCE

Digitas / WNYC / IBM  
2015-2017

Created digital experiences, web banners (rich media + static), and social posts for leading financial institutions, beauty brands, and cross-platform projects. Worked closely with digital leadership to conceptualize, wireframe, and prototype for new business ventures. Achieved contract renewals and extensions with both in-house teams and major agencies.

## MRM McCANN

Senior Designer  
2014-2015

Designed responsive web experiences and mobile applications for USPS and NY Lottery. Applied systematic design thinking and art direction to create scalable, maintainable digital products. Developed design systems methodology carried through subsequent roles.

## BIG FUEL

Art Director  
2013-2014

Directed digital campaigns and experiential activations for telecommunications, beauty, and automotive brands. Led wireframing, user flow development, and art direction for award-winning social media campaigns. Managed creative concepting and execution across digital channels.

## CORE COMPETENCIES

Digital Design • Design Systems Architecture • Strategic Product Design • Cross-Functional Team Leadership • Art Direction • Type Systems & Visual Hierarchy • Responsive & Mobile-First Design • Client Presentation & Stakeholder Management • Foundation Architecture • Production-Grade Implementation

## TOOLS & METHODS

Figma • Adobe Creative Suite • Principle • Webflow • AI Tools (Midjourney, Claude, Gemini) • Prototyping & Interaction Design • Design System Documentation • Component Library Development