

Matthew J. Nestor

Lead Product Designer

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SUMMARY

Product design leader with over 15 years of experience crafting and scaling products in the health-tech, food service and manufacturing industries. Proven track record building engaging and effective apps and experiences using modern design methodologies and processes. Empathetic and thoughtful individual, skilled in turning complex problems into easy-to-grasp experience flows.

EXPERIENCE

Staff Product Designer (Contract) @ Aflac, Chick-fil-A • May 2024 - Present • Remote

- (Chick-fil-A) Led design on a key modernization initiative, successfully transitioning one of their most crucial applications to a new design system and technology stack
- (Chick-fil-A) Designed features for flagship back-of-house inventory application
- (Aflac) Designed multi-sensory experiences for 3 major events in conference itinerary
- (Aflac) Collaborated across departments to redesign key end-of-coverage campaigns, increasing success rate by 12%

Product Design Lead @ Clarent Technologies, Inc. • April 2020 - February 2024 • Seattle, WA (Remote)

- Led design team for a suite of health-tech products which brought numerous innovations to resident care, policy compliance, and financial reporting to the senior living industry in the United States
- Crafted UX and visual design on Binder and Resident 360 apps, which saved customers in the senior living space an average yearly \$2 million in labor and compliance costs
- Implemented design systems and research frameworks which led to a 55% improvement in product cycles and 40% increase in product adoption rate

UX Designer @ Chick-fil-A Corporate • June 2019 - May 2020 • Atlanta, GA

- Crafted the user experience and design system of two internal inventory management applications, leveraging user research and design systems to double efficiency
- Built detailed prototypes to accurately demonstrate early functionality with our high ranking stakeholders and users
- Partnered with cross-functional and executive stakeholders, cultivating very positive relationships and surpassing management's metrics and expectations

UI/UX Designer @ Masterbuilt Manufacturing • May 2015 - June 2019 • Atlanta, GA

- Designed and managed eCommerce and marketing websites for category-leading consumer cooking appliance brand, achieving an average 44% user retention rate
- Crafted and maintained design system which was implemented across multiple brand touchpoints, speeding up design production and decreasing delivery times by almost half

SKILLS

Product Design:

- Accessibility testing
- AI assisted workflows
- Conversational design
- Figma / Figjam / Make
- Information architecture
- Interaction design
- Meeting facilitation
- Notion app
- Prototyping
- Sketch app
- Stakeholder management
- Usability studies
- UX research
- Visual design
- Wireframing
- Workshop facilitation

Leadership:

- Design management
- Design mentorship
- Product strategy

EDUCATION

Columbus Technical College | 2009 - 2011

- Completed 40 credits towards an Associate of Applied Science in Web Design