MATTHEW VICINI

SENIOR PRODUCT DESIGNER

vicinima@gmail.com | mattvicinidesign.com

EDUCATION

MICHIGAN STATE UNIVERSITY

BA TELECOMMUNICATIONS

SKILLS

FIGMA

SKETCH

PHOTOSHOP

WIREFRAMING

PROTOTYPING

CHATGPT

DESIGN SYSTEMS

VISUAL DESIGN

LOVABLE AI

CERTIFICATIONS

GOOGLE – DATA FOUNDATIONS

SENIOR PRODUCT DESIGNER
Freelance Design Jan 2025 – Present

- Provided design solutions across industries, with a focus on dashboards, reporting tools, and product workflows for finance and real estate clients

SENIOR PRODUCT DESIGNER
Measured (Remote) Mar 2023 – Sept 2024

- Led dashboard MVP from concept to launch, defining core features and user flows, boosting adoption 20%
- Rapidly prototyped 3 additional products in Figma, tackling complex workflows and enhancing usability across platforms
- Led multiple usability tests with customers, uncovering insights and pain points
- Built and maintained a scalable design system, improving design consistency
- Mentored junior designers during 2 summers, strengthening team collaboration

FOUNDING PRODUCT DESIGNER
Dials (Remote) Mar 2022 – Oct 2022

- Launched MVP with 10+ early-adopter HOAs, defining key features and onboarding flows, increasing sign-ups 20%
- Built and maintained design system from scratch, ensuring scalability
- Conducted user interviews with HOA board members to identify pain points
- Iterated and refined complex user flows in Figma for end-to-end experiences

PRODUCT DESIGNER
I'll Go Get It (Hybrid) Oct 2020 – Jan 2022

- Designed driver navigation app MVP, onboarding 40+ stores and 20+ drivers
- Managed 3 external development teams, coordinated cross-functional workflows, and mentored junior designers to elevate team performance
- Conducted user research sessions internally and externally

UI/UX DESIGNER
PerBlue Entertainment Nov 2014 – Jul 2019

- Designed UI/UX for Disney Heroes: Battlemode (30M+ players)
- Designed UI/UX for Dragonsoul RPG (10M+ installs, acquired by GREE Intl.)

GRAPHIC DESIGNER
S2 Games Dec 2012 – Nov 2014

- Created UI assets for Heroes of Newearth, generating 700K+ installs at peak