

MATT VICINI

SENIOR PRODUCT DESIGNER

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EDUCATION

MICHIGAN STATE UNIVERSITY
BA TELECOMMUNICATIONS

SKILLS

FIGMA
DESIGN SYSTEMS
AI ASSISTED DESIGN
USER RESEARCH
WIREFRAMING
DATA ARCHITECTURE
UI/UX DESIGN
USABILITY TESTING
ACCESSIBILITY

CERTIFICATIONS

GOOGLE – DATA FOUNDATIONS

SENIOR PRODUCT DESIGNER

Matt Vicini Design LLC (Remote) Sept 2024 – Present

- Leading product design for VoteOnIssues.org, defining core flows
- Designed end-to-end workflows for TurboTabs.com (PDF reporting)
- Built data parsing workflows for GetLumenAI.com (data ingestion)

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

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.)