

Matthew Talebi

Product Designer

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www.mattscorner.io

Apptimize *December 2015 - Present*

Senior User Experience Designer

Design the style guides and build consistent interfaces, user test, and work engineering to deliver strong user experience for our product. Some other tasks I take on include:

- Increased retention of new users by 45%
- Work with product to strategize and prioritize features
- Collaborate with engineering to ensure the interfaces are up to par
- Manage the sprints, prioritize and assign tasks, ensure things keep moving
- Organize and run quarterly design sprints for cross team collaboration

Apple *July 2014 - December 2015*

Interactive Designer & Developer

As a designer and developer I helped build the style guide for new internal products, design and develop the components and modules for the front-end of the product, other responsibilities were:

- Developed style guide for our applications
- Created a SASS (CSS) style guide
- Developed the front-end in Electron
- Planned and prioritized features for the product

Intuit *January 2013 - July 2014*

Visual Designer

Mockup concept work for our consumer products for presentation to potential partners, build out user flows for future designs of our website including A/B testing to improve conversion rates, and work on user experience strategy for improving existing paradigms within our consumer and B2B product.

Tango Multimedia *October 2011 - January 2013*

Graphic Design / Marketing

Created various marketing campaigns including designing the landing pages for latin artists of their upcoming events, designing client websites, and coding the front end. Managing clients Facebook, Twitter, and other social statuses. Also worked on improving bounce rate and/or conversion on their campaigns, websites, and keeping track of their referral link commissions.

Ooyala *March 2011 - August 2011*

UI Engineer

Managed the .com portion of the website, this included fixing bugs, coding new interfaces delivered by the team designer, and managing updates on the blog, press releases, including the Japanese website. Also worked on the front end of their videomind blog.

Mentor Graphics *March 2009 - January 2011*

User Interface Design

Designed conceptual user interfaces that are to be used on today's products such as car dashboards and household items, including refrigerators, microwaves, stoves, and various other common consumer appliances.

Art Institute

BA Graphic Design

De Anza College

AA Graphic Design & Interactive Design

EXPERTISE

Design

Adobe AfterEffects
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Axure
Invision App
Sketch
Mobile Design
Web Design

Research

User Testing
Journey Maps
User Analytics
Feature strategy

Development

Electron
Ember.js
Git
HTML/CSS
jQuery
Node.js
SASS/LESS