Matthew Dalberto
UI/UX Designer

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EDUCATION

Tyler School of Art, Temple University
BA-Graphic & Interactive Design
2005

SKILLS

- UI/UX Design
- Frontend Development
- Branding
- User Research
- Design Systems
- Prototyping

CERTIFICATIONS

- Neilsen Norman Group UX Certified

DESIGN SOFTWARE

- Figma
- Photoshop
- Illustrator
- Midjourney
- AfterEffects

UX SOFTWARE

- Optimizely
- Maze.io

DEV SOFTWARE

- VS Code
- Visual Studio
- Github

Personal

- Cub Scout Leader
- Gym and Fitness enthusiast
- Enjoy giving time to the community

PROFILE

Research, Design, Build. I offer a blend of user center design and technology expertise.
My passion is to create useable, aesthetically-pleasing digital products, that are useful
to people and grow business.

EXPERIENCE

Voice Systems Engineering
Multi-brand, multi-application platform
Sept 2022 - Present

Senior UI & UX Designer
- Led the visual design and user experience for an advisor-based conference call/chat/content creator platform, ensuring a seamless experience across white-label, multi-platform solutions (iOS, Android, and responsive web).
- Managed branding and design system creation for three brands, ensuring consistency across all platforms.
- Collaborated with product owners, business teams, and developers to translate business requirements into feature/user stories, visual design specifications, and user flows.
- Optimized the platform's UI and UX functionality for enhanced user engagement.
- Designed and coded static landing page websites to support marketing efforts.
- Produced App Store promotional videos to highlight key platform features.

Mattbot Design
Freelance Contracts
Feb 2019 - Present

Branding, UI Designer, Frontend Developer
- Designed, coded, and maintained a pro bono Cub Scout website for Oreland Pack 88.
- Completed a rebranding and website redesign for Buckley Sports' hockey scout website.
- Developed a web-based redesign for a doctor/patient portal, including detailed client interface documentation and branding guidelines (Figma high-fidelity mockups).

Voice Systems Engineering
Mobile App and Optimization
Feb 2019 - Sept 2022

Senior UI & UX Design Developer
- Led visual design and user interface for two mobile apps.
- Served as frontend developer for both apps.
- Optimized website conversion rates by running tests on branding elements and UI changes for core brand's responsive website.
- Conducted brainstorming workshops and designed testing variations for the optimization team.

Financial & Call center Web based Portal
Mar 2017 - Feb 2019

Senior UI & UX Design
- Led the visual design and UI for the redesign of two desktop applications managing customer information.
- Collaborated with financial and customer service teams to identify features and create detailed mockups and user flows.
- Ensured seamless mockup handoff with developers.

Mar 2017 - Feb 2019

UI/UX Strategist
- Reorganized and recreated product design assets into design systems using atomic design methodologies.
- Introduced user-centered design concepts to development teams.
- Evangelized user testing strategies and collaborated with the Marketing Intelligence team on customer experience recording software.

Novotorium
Startup Incubator
June 2013 - Oct 2015

Creative Director / Frontend Developer
- Oversaw branding, user experiences, visual graphics, and web design for four startup companies.
- Designed and built marketing websites in WordPress for three startups.
- Consulted on marketing strategies for startups.
- Collaborated with an international development team of six to create an online food ordering platform.