mattfaraldo

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Core Skills

UX & Product Design — User research, journey mapping, prototyping, usability testing, accessibility (WCAG/508)

Design Systems — Building & scaling systems, governance, token management, design-to-dev handoff

Interaction & Interface — Mobile (iOS & Android), responsive web, data visualization, dashboard design

Collaboration & Leadership — Cross-functional workshops, stakeholder alignment, mentoring designers/devs

Sprint & Project Planning — Agile sprint design, backlog grooming, roadmap planning

Technical Competencies

Figma
Framer
Jira/Confluence
Office 365
Front-end (HTML, CSS/SCSS, JS), Angular/React basics
Generative AI / LLM models

Walmart   Jul 2023-Aug 2025

Finance & Reporting

Finance Data Hub (FDH)

- Functioned as design lead, partnering daily with dev, product, and program managers to take FDH from idea to MVP launch inside the me@ app in just 8 months
- Designed the tiered reporting model (L1–L4) that consolidated scattered dashboards & Power BI reports into a unified, mobile-first platform for Finance teams across Walmart U.S., Sam's, and International.
- Worked with leadership and SMEs across multiple finance channels to prioritize features, align workflows, and balance analyst-level needs with executive reporting
- Ran user testing to validate KPI design, report access flows, and dashboard navigation — iterating based on analyst and director feedback

FDH x GenAI (Finance Assistant)

- Discovery & interaction design for Finance Assistant, a GPT-powered tool built on top of FDH to summarize financial data, surface insights, and reduce reporting overhead
- Designed conversational flows and insight generation patterns that let leadership consume highlights without digging through raw reports
- Partnered with engineering to bring prototypes into production within six months, iterating in tight loops with finance SMEs
- Helped shift FDH from a reporting hub into an insight-driven platform, setting the foundation for future AI-assisted workflows

GeoForce   Sep 2021-July 2022

Asset Tracking & Logistics

- Partnered with product + analytics to create new business insight tools, making financial and operational data easier to access and act on for end users
- Ran user research (moderated/unmoderated) that uncovered reporting gaps and fed directly into new KPI visualization and reporting tools
- Helped design and deliver the next generation of the Geoforce application, building on a mobile-first framework with a modular code + UI library for scale and consistency
- Drove clean design-to-dev handoff: built specs and tokens in Zeroheight so engineering could ship quickly without back-and-forth guesswork

Thompson Reuters   Oct 2019-June 2021

Corporate Tax

- Acted as UX partner across design, dev, and product teams to push user-centric practices into a complex tax reporting platform
- Helped bring a stalled product from concept through MVP launch, building user research into every iteration
- Set up a weekly cadence with engineering + product to align design delivery with Agile sprint cycles
- Led moderated studies and remote tests to validate migration from desktop to web, ensuring workflows were clear and intuitive
- Shaped design system documentation and handoff flows to reduce rework and give engineering clean specs to build from

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Omnitracs   June 2018 - Feb 2019
Asset Tracking, Compliance & Safety

- Mentored design & dev teams on accessibility, design system governance, and versioning to ensure adoption stuck
- Led creation of a new design language system, introducing WCAG/ADA compliance as a baseline for product & engineering
- Designed and iterated flows for a new application portal, tested with drivers and fleet managers to surface gaps
- Built initial SPA in Angular 5/6 to validate component system with real data and workflows
- Partnered with engineering to deliver mobile-first flagship apps for iOS & Android

Barclays   May 2013 - Sept 2015
Financial Services - Banking & Investment

- Rebuilt brand guidelines and design standards to meet ADA/508 accessibility requirements across a global financial platform
- Adopted Lean UX within Agile delivery, aligning design + development across 5 time zones
- Produced hi/lo-fi wireframes and prototypes for iOS apps, feeding into multi-year mobile roadmap
- Ran card sorting, interviews, and A/B testing to validate assumptions before code
- Delivered updated shared design language + style guide for cross-team adoption

Freelance & Personal Projects   2005 - Current

- Designed and shipped 30+ portals and vertical apps, including a powersports marketplace that scaled to 8k+ daily visits and sold to a network in 2010
- Built reusable UI kits and templates on Bootstrap 4/5 for SMBs, marketing, and e-commerce
- Ran A/B and multivariate tests to optimize flows for acquisition + engagement
- Partnered directly with small business clients to design, test, and launch customer-facing sites, often serving as sole designer + dev