

MY SKILLSET

I'm a user experience / interface designer & front end developer with 16 years experience, and a passion for delivering user focused products.

From ideation to design, testing and development I enjoy the process.

Competencies

User Experience
 Interface Design
 User Research
 Usability Testing
 Front End Development
 Mobile Design (iOS & Android)
 508, WCAG, ADA Accessibility
 Design Systems
 Rapid Prototyping
 Wireframing
 Task Flows

Design & Prototyping

Abstract
 Axure
 Sketch
 Photoshop
 Invision
 Figma
 Principle
 Zeplin
 XD

Coding / Development

HTML
 CSS/SCSS
 JS / JQuery
 Angular TS
 Bootstrap

Portfolio
www.mfaraldo.com

Email
matt@mattfaraldo.com

Phone
 972 839 5691

KEY WORK EXPERIENCE**GeoForce**

Sept 2021 - Sept 2022

Asset Tracking & Logistics

- Mentored junior designers while assisting in building the next generation GeoForce application, building off a mobile first framework. Helped build out and document a code & UI pattern library for consistent, scalable code & design use for both design and engineering
- Conducted user research using hybrid and standard methodologies including card sorting, user interviews (Moderated & Unmoderated), prototype testing & implementing heatmaps
- Facilitated design to development hand off practices to ensure designs were faithfully coded and engineering had the support needed for seamless hand-off of deliverables
- Helped lead the next generation of business insight and analytic tools, including data visualization and reporting tools to ensure our users received the data they needed in an easily consumable manner.

Thomson Reuters

Oct 2019 - June 2021

Corporate Tax

- Acted as the UX asset to a cross discipline team, advocating best user experience practices, consistent design implementation, and user research studies on a corporate tax product in the Statutory Reporting field
- Helped bring a stalled project from the proof of concept stage into development & shipping
- Assisted in setting up a weekly cadence to keep UX, engineering, and product team on a consistent development, testing, and iteration cycle, adopting Agile methodologies
- Worked with User Research team to test and iterate on design improvements to make migration from desktop to web more user friendly and intuitive
- Collaborated with central design team to improve both design system construction and design to development hand off and documentation

Omnitracs

Jun 2018 - Feb 2019

Asset Management, Shipping & Logistics

- Led creation and development of our new design language system, along with adoption of WCAG / ADA compliance
- Lead a team of 3 junior designers to design, test, iterate and developed new application portal, helping guide the team in best practices and cross team communication and delivery
- Built initial SPA in Angular 5(6), introducing our design system to product & engineering
- Worked with development teams to build flagship driver focused mobile applications for iOS & Android (native)
- Participated in user studies and research to test current designs / develop new requirements based off legacy platforms, user needs and competitive analysis
- Mentored design team in accessibility (ADA Compliance), design to development handoff best practices, and design system abilities, application, use & versioning

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KEY WORK EXPERIENCE**Barclays**

May 2013 - Sept 2015

Financial Services - Banking & Investments

- Rebuilt brand guidelines to meet DDA usability compliance and brand standards
- Adapted an Agile (Lean UX) methodology to help organize design and development efforts across 5 timezones
- Built low/hi fidelity wireframes and screen mockups while working to redesign and add features to our flagship iOS mobile application
- Designed and developed (front end) prototypes to test and validate design and business decisions
- Conducted user research to include card sorting, user interviews, shadowing, and A/B testing methods
- Built repository for updated shared design language and style guides to be used cross team/ platform

Freelance & Personal Projects (DBA Spire Websites)

2005 - Current

- Designed, developed and tested a network of 30+ portals and a classifieds website in the powersports vertical. Using A/B, multivariate, and heatmaps, successfully onboarded 100+ dealerships, grew to 8k+ unique visits per day, and increased ad revenue (PPC) from 1% to 5%. Sold network in Q4 2010
- Designing & building reusable UI components built off bootstrap 4/5 for small business, product, marketing, & e-commerce websites
- Building & testing layouts and UI elements to focus on user engagement & customer aquisition