MATTY SALLIN

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SUMMARY

My passion is transforming complexity into simplicity. I have a master's degree in Human-Computer Interaction and my work has appeared in the New York Times, Good Morning America, GQ, Shark Tank, American Public Media, Make Magazine, Engadget, Gizmodo, Coolhunting, Boing Boing, and ResFest. I used my free time during the pandemic to relearn modern web development so I could once again call myself a Design Engineer.

EDUCATION

New York University   **September 2004 - June 2006**
Master's, Human-Computer Interaction   *GPA: 4*

PROFESSIONAL EXPERIENCE

National Democratic Training Committee   **Remote**
UX Developer   *January 2022 - Present*
- Created the organization's first interactive "impact" webpage to demonstrate the success of our program to prospective donors.
- Built multiple new website features using a combination of React, PHP and Javascript.
- Fixed numerous errors in the code, resulting in faster page load times, better responsiveness, and improving accessibility.
- Took a leadership role in the Equity & Inclusion Committee's cultural education initiatives, resulting in better team cohesion and stronger community.

Finix   **San Francisco, CA, USA**
UX Designer   *February 2020 - September 2020*
- Designed five new significant features and redesigned multiple existing features through competitive assessment, persona creation, iterative design, and usability testing.
- Created and presented Finix's first set of User Experience Design Principles and User Experience Testing Principles, establishing a gold standard for all future UX deliverables.

System Financial   **San Francisco, CA, USA**
Founder & Principal Designer   *October 2013 - December 2019*
- Raised $370,000 from angel investors to start a financial technology startup.
- Created the user experience and visual design for all aspects of the app, including defining personas, use case scenarios, user flows, and branding.
- Co-created all logic and algorithms in the application.
- Launched version 1.0 of TheSystem app in October, 2017, gaining a 4.8 (out of 5) rating on the iOS App Store.

Precise.ly   **San Francisco, CA, USA**
UX & Visual Design Lead   *September 2017 - September 2018*
- Designed the service and web application from an idea to UX flows to wireframes to interactive prototype to final design.
- Rebranded the company identity including logos, website, and marketing collateral.
- Performed usability testing and user research to significantly improve accessibility for those who suffer from chronic diseases.
- Helped define value proposition, product strategy, and marketplace strategy using Design Thinking methodologies.

Gannett   **San Francisco, CA, USA**
Director of Design & Experience   *September 2012 - September 2013*
- Drove the product strategy, design, and user experience of new consumer-facing media experiences for web and mobile in collaboration with various Gannett media properties.
- Facilitated Design Thinking workshops across multiple Gannett offices teaching employees how to develop consumer-driven new media products.Led consumer research using human-centered design techniques, then used those insights to help develop new products for web and mobile.
- Left to start my own company.

Intuit   **Mountain View, CA, USA**
Senior Experience Designer & Innovation Catalyst   *August 2010 - September 2012*
- Recruited by Intuit design leadership to be an "Innovation Catalyst"—a leader who coaches colleagues across the company in User-Centered Design.
- Designed the "First Time Use" for QuickBooks 2013, unobtrusively introducing users to changes and new features.

- Created and led a biweekly meeting for all Interaction Designers across the company,, resulting in a stronger team community, and the identification of best practices.
- Received three "Intuit Spotlight" awards for demonstrating creativity and initiative.

Kinfo   **San Francisco, CA, USA**
Founder & Principal Designer   *August 2010 - September 2012*
- Founded a 10-person social networking company based on my NYU master's thesis.
- Closed a Series A round of financing from Alsop Louie Partners, Claremont Creek Ventures, and Monitor Ventures at a pre-money valuation of $5M.
- Directed the user experience and interface design for all aspects of the application, including defining personas, use-case scenarios, user flows and wireframes.
- Provided creative direction on all visual design, personally designed all branding.

PROJECTS & OUTSIDE EXPERIENCE

Debtor to Investor (Web App)
Creator   *January 2021 - March 2021*
- WHAT: A web app that charts a prioritized path to move from paying interest to earning interest.
- HOW: I built this as a project to learn React. It's got a Rails backend and a SQLite database.
- WHY: After much research, I realized there's a generally agreed-upon set of best practices in personal finance. I wanted to make an easy-to-use app that gives the user a set of steps that's personalized to them based on their answers to a few questions.
- WHO: For anyone in debt who's feeling overwhelmed and doesn't know where to start to get their finances in order.
- *Link to project*

QWERTYBall (Web App)
Creator   *April 2021 - August 2021*
- WHAT: QWERTYBall is a game like Breakout, where you "hit" the ball with the keys of your keyboard.
- HOW: I built QWERTYBall in Vanilla Javascript as a project to learn programming.
- WHY: I got the idea for the game years ago, but didn't have the programming ability to build it. I thought it would be fun and it annoyed me that I couldn't play it unless I learned how to build it.
- WHO: This game is for anyone who thinks they can beat my high score of 32,000.
- *Link to project*

CERTIFICATIONS

Data Visualization Fundamentals and Best Practices, Issued by Observable Mar 2023

SKILLS & INTERESTS

Skills: UI/UX Design, UX Research, Public Speaking, Software Programming, Creative Coding, Rapid Prototyping, Design Thinking, Business Model Validation, Visual Design
Languages: French, Japanese
Interests: Exploring urban stairways

Volunteering

Neighborhood trash pickup