

Matthew Talebi

Senior Product Designer

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WORK EXPERIENCE

CA Technologies *December 2017 - Present*

Senior Product Designer

Building and researching design systems for Enterprise Software. Managing symbols and distributing to various channels, user testing with customers and iterating upon our library to design and implement scalable consistent components.

Apptimize *December 2015 - December 2017*

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

Ooyala *March 2011 - August 2011*

UI Engineer

Mentor Graphics *March 2009 - January 2011*

User Interface Design

EXPERTISE

Design

Abstract
Adobe AfterEffects
Adobe Indesign
Adobe Illustrator
Adobe Photoshop
Augmented Reality
Axure
Invision App
Mobile Design
Sketch
Virtual Reality
Web Design

Research

Feature Strategy
Journey Maps
Information Architecture
User Analytics
User Testing

Development

ElectronJS
EmberJS
Git
HTML/CSS
Javascript
jQuery
Node.js
SASS/LESS

EDUCATION

Art Institute

BA Graphic Design

De Anza College

AA Graphic Design
AA Interactive Design