



MATTHEW MAGPANTAY

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PROFESSIONAL SUMMARY

I'm a Senior Product Designer who's taken features from sketches in workshops all the way to launch, built design systems from the ground up, and helped teams scale by developing their design ops. Originally from the Philippines, I'm now in Chicago leading the design over at Mathison.

SKILLS

- Figma
- Design Ops
- Adobe Creative Suite
- Visual design
- Animation
- Usability testing
- Interaction design
- Sketch

EXPERIENCE

April 2022 - Current Senior Product Designer Mathison

- Redesigned the application's navigation, which increased our Monthly Active Users by 30%
- Led the creation of our flagship feature, from concept generation workshops to delivery and launch, which generated over \$100K in ARR
- Oversaw internal projects to enhance the design team's efficiency, including unifying design systems and libraries into a standardized system and optimizing our Figma workspace and handoff processes for greater engineering efficiency.

January 2021 - April 2022 Senior Product Designer EmployBridge

- Led Design Ops, Design System, and Production work at EmployBridge, including the documentation and standardization of our design system.
- Collaborated with lead developers to create a contribution model, increasing development efficiency and resulting in a 70% increase in story releases.
- Led the redesign of the apply and onboarding process of our application feature, reducing processing time and improving scheduling rates by 13%.
- Mentored junior designers and initiated skills development workshops for the team.

December 2019 - January 2021 UX Designer Nerdery

- Executed end-to-end visual design for clients including Google and University of Minnesota Health Fairview.
- Produced wireframes, storyboards, and user flows, presented designs to stakeholders, conducted user research, and established design guidelines and best practices.

June 2018 - December 2019 Product Designer II

Stats Perform | Chicago, Illinois

- Led design and research for Stats Perform Edge, an AI-powered team-performance software. Responsibilities included creating research plans, collaborating with experts to develop AI concepts, conducting user interviews, and designing high-fidelity prototypes.
- Navigated various initiatives for the Stats Perform design team, including creating an internal design system, aligning design teams in different locations on research processes and design principles.
- Explored the productization of machine learning, AR, and VR for sports technology.

August 2017 - May 2018

Lead UX/UI Designer

LIMERED STUDIO

- Led audience, user, and brand mapping sessions, providing direction for user research.
- Conducted journey mapping to inform UX and IA design, designed style and mood concepts.
- Produced high-fidelity designs for clients such as the Chicago Teacher's Union, National Institute of Learning and Outcome Assessment, and the Carle Illinois College of Medicine

January 2017 - July 2017

User Experience Designer

Designation

- Applied a user-centered, agile process to design mobile and web solutions for startups such as ZokuVault and DealRoom

April 2016 - August 2017

Experience Designer

Evans Distribution Systems

- Developed a cost-effective UX strategy for the company's various websites and logistics dashboards
- Redesigned the website landing page, which increased the Request For Quotes rate on the company website by almost 25%

EDUCATION

April 2015

Bachelor of Arts - Communications & Public Relations
UNIVERSITY OF MICHIGAN DEARBORN
Graduated Cum Laude