

# Hey, I'm Matt Zelazo. I'm a Product Designer.

mattzelazo.com  
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714-928-8778

## Experience

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### Product Designer at GOAT

June 2018 - Current  
Culver City, CA

- Lead designer for Flight Club's digital experience.
- Works directly with the CPO to construct project goals and objectives.
- Performs user research and analyzes data to inform product decisions.
- Drives art direction on UI components, typography and brand voice.
- Creates low & high fidelity prototypes throughout the design process to test and validate designs.
- Built and maintains new scalable design system in Figma.
- Partners with engineering on implementing new designs and updates.
- Projects include: Flightclub.com redesign, GOAT iOS & Android apps, and GOAT.com

### Product Designer at Acorns

February 2015 - June 2018  
Irvine, CA

- Early design hire who worked directly with founders on initial products.
- Performed user research and testing to optimize the mobile banking and investing experience.
- Collaborated on UI component styling, typography and illustration art direction.
- Built out design systems for our iOS, Android and web apps.
- Designed multiple product and marketing pages on Acorns.com to drive downloads & increase investments.
- Projects include: Acorns iOS & Android apps, Acorns.com, and the GROW editorial site.

### Specialist at Apple

April 2011 - June 2015  
Cerritos, CA

- Assisted new and existing customers with creative solutions.
- Provided technical support and repair for customer's iOS devices and software.
- Lead One to One and group training sessions on Mac, iOS, productivity and creative apps.
- Collaborated with visual merchandise and inventory teams.

## Tools & Skills

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- Figma
- Sketch
- Adobe Suite
- Keynote
- Principle
- Copy Writing
- Art Direction
- User Research
- Usability Testing
- Prototyping
- Project Management

# Hey, I'm Matt Zelazo.

## This is the second page.

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### Education

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#### Bachelors of Art, Design at CSULB

August 2013 - June 2016  
Long Beach, CA

- Industrial Design concentraion
- Enrolled in sketching, ideation and rendering courses.
- Proficiently learned 3D CAD softwares to translate sketches and 2D drafts.
- 3D printed & physically built out multiple prototypes.
- Excelled in art and design history courses.
- President's Honor List - Spring 2014
- Dean's List - Spring 2015

#### General Education at Fullerton College

August 2010 - June 2013  
Fullerton, CA

- Completed all of my general education classes before transferring.
- Enrolled in numerous design, art history and music courses.
- Performed with the concert, orchestra and jazz groups.
- Ate way too much Subway on campus.

### Hobbies & Interests

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- Running
- Camping
- Exploring the outdoors
- Traveling
- People watching at Disneyland
- Playing the trumpet
- Sketching
- Coffee