

Matt Zelazo

Product Designer

mattzelazo.com
mattgzelazo@gmail.com
714-928-8778

Experience

Meta

Remote

Product Designer

November 2021 - Current

- Designing experiences for Meta's 37 million businesses using Ads Manager to create campaigns across Facebook, Instagram and WhatsApp.
- Collaborates with content designers, user researchers, engineers and data scientists to provide actionable guidance and insights for advertisers to boost the performance and reach of their ad campaigns.
- Runs cross-team strategy sessions and project planning for short and long term roadmapping.
- Partners with interns and new hires for onboarding and mentorship.
- Creates prototypes for research studies to test usability and advertisers preferences.
- Partners with engineering and data science teams to understand quantitative data from past experiments to inform project scope
- Projects resulted increased advertiser value, triple digit adoption of features, and millions of revenue for the company.

Goat

Los Angeles, CA

Senior Product Designer

September 2020 - October 2021

Product Designer

June 2018 - September 2020

- Projects include: Flightclub.com redesign, GOAT iOS & Android apps, and GOAT.com
- Worked directly with the CPO to construct project goals and objectives.
- Performed user research and analyzes data to inform product decisions.
- Drove art direction on UI components, typography and brand voice.
- Created low & high fidelity prototypes throughout the design process to test and validate designs.
- Built and maintains new scalable design system in Figma.
- Partnered with engineering on implementing new designs and updates.

Acorns

Irvine, CA

Product Designer

February 2015 - June 2018

- Early design hire who worked directly with founders on initial products.
- Projects include: Acorns iOS & Android apps, Acorns.com, and the GROW editorial site.
- 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.

Tools & Skills

- | | | |
|---------------|---------------------|----------------------|
| • Figma | • Copy Writing | • Storytelling |
| • Sketch | • Art Direction | • Collaboration |
| • Adobe Suite | • User Research | • Project Management |
| • Keynote | • Usability Testing | • Strategy |
| • Principle | • Prototyping | • Design Sprints |

Matt Zelazo

Product Designer

mattzelazo.com
mattgzelazo@gmail.com
714-928-8778

Education

California State University, Long Beach

Long Beach, CA

Bachelors of Art, Design

August 2013 - June 2016

- Industrial Design concentration
- 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

Fullerton College

Fullerton, CA

General Education

August 2010 - June 2013

- 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.

Hobbies & Interests

- | | | |
|-------------|---------------------------------|-------------|
| • Running | • Formula 1 | • Sketching |
| • Camping | • People watching at Disneyland | • Coffee |
| • Traveling | • Playing the trumpet | |