Matt Cole

Staff Product Designer

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Experience

Staff Product Designer @ Visa

April 2022 - Present, New York City, NY

On the Financial Advisory Services team, focusing on creating comprehensive digital experiences for web and mobile platforms. Working with a team of product managers, user researches, and client stakeholders, develop and optimize products for national and regional issuers and merchants, ensuring they align with customer and business needs.

Senior UX Designer @ Code and Theory

June 2017 - June 2021, San Francisco, CA

Delivered intuitive experiences for clients across multiple web and mobile projects through collaboration with design, strategy, and development team members within our agency while also working exclusively with product owners, development teams, and other stakeholders client side. Notable clients include UCHealth, 1-800 Flowers, RingCentral, Nexstar, Cisco, Dignity Health, and Citi Ventures.

UX Designer @ Apple/Critical Mass

March 2016 - April 2017, Sunnyvale, CA

Embedded within the Marcom UX team at Apple, delivered exceptional user experiences for both the Apple Online Store (web) and the Apple Store App (iOS), through collaboration with design, development, and marketing teams within Apple. Work included significant updates and new additions to the iPhone Upgrade Program, redesigned purchase flows for the launch of the 2017 iMac and iMac Pro, and other undisclosed projects.

Product Designer @ Podomatic

April 2013 - April 2016, San Francisco, CA

Led design for both consumer and internal products, including the Podomatic web app, iOS, and Android apps. Also helped manage various workstreams, working closely with our product owner, CEO, CTO, and development team to meet deadlines in preparation for several launches. Additionally, I designed branding and marketing assets as needed.

Front-End Developer/Product Designer @ Eversnap

August 2012 - March 2013, Sunnyvale, CA

Worked on the front-end development of the Eversnap web app, including user online photo albums and various user functionality. Additional front-end and design work included marketing pages, design assets, and the initial designs of the Eversnap iOS and Android apps.

Education

Northern Arizona University

2008 - 2012, Flagstaff, AZ

Bachelor of Arts, English
Psychology Minor

Applied Skills

Design

UX Design

UI Design

Design Strategy

Mobile Design

Prototyping

Software

Figma

Sketch

Adobe Creative Suite

Development

HTML

CSS

Javascript

Git/Version Control

Interests/Hobbies

Synthesizers

Running

Boxing

Coffee

Film