

## PERSONAL INFO

### Matthew Pichola | UX/UI Product Designer

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Phoenixville, PA

## EDUCATION

### Drexel University | Bachelor's Degree Graphic Design

## EXPERIENCE

#### Lead UX/UI Designer | The Tactile Group

March 2023 – January 2024

- Redesigned a financial data collection SaaS platform for the Department of Education, resulting in a 35% decrease in user support tickets and a 25% reduction in key task completion times.
- Focused on information architecture, enhancing data organization and key reporting task flows.
- Conducted in-depth user research, leading to improved user experience and higher engagement.
- Ensured compliance with WCAG 2.0 and Section 508 accessibility standards.
- Achieved a 65% increase in user satisfaction upon soft launch of updated features and design.

#### UX/UI Designer | The Tactile Group

August 2020 –

- Led the redesign of the Stormwater Plan Review software platform for the Philadelphia Water Department, improving user efficiency by 40% and user satisfaction by 25%.
- Conducted in-depth user research, user flows, journey maps, and usability testing.
- Contributed HTML, CSS, jQuery, and GSAP code, significantly improving the platform's responsiveness, user experience and interactivity.
- Lead UI Designer for the 21APR data reporting platform redesign, resulting in a 50% decrease in help desk support tickets and a 30% increase in data reporting accuracy.
- Redefined product style guide, ensuring accessibility and cohesive visual identity.
- Redesigned data tables, and data visualization cards, enhancing user interaction and data accuracy.
- Redesigned key task flows, optimizing the user journey and increasing overall platform efficiency.

#### Creative Director & Full-Stack Designer | Freelance

June 2018 –

- Managed multiple web design/development, and branding projects, achieving a 100% client retention rate and a 400% revenue increase within two years.
- Implemented Agile methodologies for projects, resulting in a 40% increase in team efficiency and a 15% improvement in collaboration.
- Introduced scrum practices, including sprint planning, to streamline project management.

## SKILLS

#### Design Tools

Figma UserZoom  
Sketch Illustrator  
Miro Photoshop  
InVision After Effects

#### User Experience

User Research Stakeholder Interviews  
Interaction Design Information Architecture  
Accessibility Task Flows & User Flows  
User Surveys Wireframing & Prototyping

#### Development

HTML jQuery  
CSS GSAP  
JavaScript Vue.js  
Visual Studio Github

## CERTIFICATIONS

Figma Design Essentials

12 Hours

Advanced Figma Design Essentials

16 Hours

Building Design Systems in Figma

5.5 Hours

Vue.js - The Complete Guide

32 Hours