

Matthew Pichola, UX Designer

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The Tactile Group, Lead UX/UI Designer
March 2023 - January 2024 | Remote, USA

As the only designer, I researched and addressed usability and accessibility concerns for complex enterprise software for the Department of Education. Engaging with stakeholders, conducting user research, and collaborating with developers and project managers, I redesigned comprehensive information architecture. I validated task flows, user flows, and various user interfaces through an iterative design process. By implementing 508 compliance and WCAG 2.0 best practices, I ensured an inclusive and accessible user experience for all projects.

The Tactile Group, UX/UI Designer
August 2020 - Current | Remote, USA

As one of two designers, I led various design initiatives for B2B and B2C websites and software, owning the entire design process from research to implementation. I conducted thorough research, contributed to discovery, and designed wireframes and prototypes while collaborating closely with developers to contribute code and ensure accurate design implementation. I facilitated UX workshops and collaborative sessions with internal teams to ensure universal understanding of design decisions. Additionally, I led stakeholder presentations to obtain buy-in on design solutions and integrated feedback effectively. I continually expanded my skillset through online learning and certifications.

Freelance, Creative Director
June 2018 - Current | Remote, USA

As a Freelance Creative Director running my own business, I excel in building strong client relationships and leading a talented team of designers and developers. I manage branding and web design projects, acting as the main point of contact for clients and ensuring their vision is realized. I create comprehensive proposals and budgets, build detailed project timelines, and allocate resources effectively. By assigning tasks and closely tracking progress, I ensure projects meet deadlines and exceed expectations.

Drexel University
BS., Graphic Design

Skills

User Research
Interaction Design
Accessibility
User Surveys
Stakeholder Interviews
Information Architecture
Task Flows
User Flows
Wireframes
Prototypes

Design Tools

Figma
Sketch
Miro
Adobe CC
Maze
Framer
Webflow

Development Tools

HTML
CSS
JavaScript
GSAP
Vue

Certifications

Figma Design Essentials
Advanced Figma Design
Design Systems in Figma
Vue.js Complete Guide