

# MATTHEW TALEBI

USER RESEARCH + DESIGN STANDARDS

(350) 250-0190

[matt.talebi@live.com](mailto:matt.talebi@live.com)

<https://matthews.studio>

I am a UX Researcher and Designer of 15 years who advocates for ethical design with a focus on access, sustainability and better privacy and data practices.

## SKILLS

User Research

Quant / Qual data

Design Systems

Documentation

Agile / Sprint Planning

Prototyping

Miro

Figma

HTML / CSS

Javascript

Python

## CERTIFICATES

### Interactive Device Design

Cornell University  
March 2024

### IT Automation with Python

Google  
January 2022

### Agile Product Management

University of Alberta  
November 2020

## UNIVERSITY

**B.A. Graphic Design**  
Art Institute of  
Pittsburgh

## WORK HISTORY

### SkyHive - Principal Product Designer

Nov 2023 - Apr 2024 / Palo Alto, California

At Skyhive I led the design systems and special projects to find new and innovative solutions to penetrate the market:

- Concept and ideate product strategy and mockups for zero to one launch with C-level team.
- Facilitated design sprints and built prototypes
- Created Design systems and documentation across consumer and enterprise
- Created a strategy for a web component library to create design developer parity.

### eBay - Design Operations Contractor

Jan 2023 - Sep 2023 / San Jose, California

I was brought on at eBay to help streamline processes and reduce the clutter, making way for a clear, systematic approach to gathering the right resources and cross-collaboration:

- Implemented process for the way designers work and hand-off in Figma
- Created documentation for onboarding of future designers on best practices, hand-off procedure in Figma
- Worked with teams to adopt a standard organization method of assets, documentation and design files
- Helped Design Systems team strategize a method for a contribution model from other designers

### Affinidi - Senior Product Designer

Apr 2022 - Nov 2022 / Singapore

During my time at Affinidi I led the web and mobile product for decentralized verified skills and background check product:

- Designed the entire product for both mobile and web wallet from zero to launch
- Built the design systems and components, working with developers to implement into ReactJS and React Native
- Facilitated workshops with the Business Development team to strategize the future of the product and target users by way of whiteboarding and concept prototypes

## **DBS Bank - Assistant VP, Design Standards**

Jun 2019 - Apr 2022 / Singapore

During my time at Affinidi I led the web and mobile product for decentralized verified skills and background check product:

- Managed the entire web design systems for SME products while working closely with the Enterprise and Consumer team for consistency
- Prototyped new concepts, worked directly with teams to help build strong communications and hand-off between Product Management and Developers
- Spearheaded the Accessibility standards and roadmap for implementation across all products and teams
- Standardized the way designers create components and work with the component development team to ensure implementation and quality expectations are delivered
- Facilitated multiple planning workshops that included Design, Developers, Product Managers and Managing Directors
- 🏆 Awarded the Most Innovative Solution in "Done in a Day" Hackathon for SMEs and social enterprises in 2020

## **CA Technologies - Senior Product Designer**

Dec 2017 - May 2019 / Santa Clara, California

My role at CA Technologies was solely to work on design systems and help bring together various patterns and experiences across departments to build consistency:

- Enterprise level design systems, component creation and documentation
- Facilitated workshops across different BU's to find common ground for future developments and scalability
- Component creation and distribution process for design systems across the organization
- Our team started a meetup called UX South Bay that has over 4000 members.

## **Aptimize - Senior UX Designer**

Dec 2015 - Dec 2017 / Menlo Park, California

## **Apple - Interactive Designer + Developer**

Jan 2014 - Dec 2015 / Sunnyvale, California

## **Intuit - Visual Designer**

Jan 2013 - Jul 2014 / Mountain View, California

## **Tango Multimedia - Marketing Graphic Design**

Oct 2011 - Jan 2013 / San Jose, California

## **OOYALA - UI Engineer Contractor**

Mar 2011 - Aug 2011 / Mountain View, California

## **Mentor Graphics - UI Design Contractor**

Mar 2009 - Jan 2011 / Wilsonville, Oregon

