

Matthew Incardona

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Summary

UX/UI designer and developer with high-agency and years of experience in web and mobile design. Clients and coworkers often describe me as a people person with great communication skills. Looking for a driven startup to grow alongside. Based near NYC.

Experience

Self-Employed, Freelance Designer and Developer (Project-Based) July 2020 – present

- Designing and building professional websites and mobile apps for dozens of small business and nonprofit clients, taking charge of the entire process as a solo designer.
- Taking abstract ideas, turning them into actionable requirements, and using them to make detailed project plans.
- Brainstorming, designing mock-ups and prototypes in Figma (paying attention to typography, color, and layout principles), and iterating through feedback.

CADTech, Junior Systems Administrator and Manager Rochester, NY
Feb 2022 – Dec 2024

- Provided technical support for 1,000+ students and faculty with 95% same-day issue resolution.
- Oversaw the student IT team by managing ticket queues, providing active support, and partnering with senior staff to coordinate department-wide projects.

Peraton, UX/UI Designer Reston, VA
June 2023 – Sept 2023

- Redesigned UI for the company’s legacy internal knowledge base, reducing document-search time and information accuracy by ~30% for contract proposal teams.
- Performed interviews with stakeholders from different departments, identified user pain points, and created user personas and journey maps to guide designs.
- Worked through technical constraints with engineers and iterated quickly based on feedback.

Open@RIT, UX/UI Dev Researcher Rochester, NY
Jan 2023 – May 2023

- Designed and built a responsive, user-friendly website to showcase the org’s commitment to open source practices.
- Redesigned and updated existing websites throughout the org, focusing on better readability, content architecture, and responsiveness.

Bubble Meets, UX/UI Designer Remote
May 2022 – Aug 2022

- Designed the website and product UI for a video conferencing startup, working as one of only three designers and reporting directly to the CEO.
- Worked along both design and dev team, implementing visual changes using React, HTML, and CSS.

Skills

UX/UI: Figma (experienced with auto-layouts and components), AI-supported design (Figma MCP, Figma Make, Lovable), user research, wireframing/prototyping and IA, design systems, accessibility (WCAG)

Programming: JavaScript/TypeScript, React, Next.js, HTML, CSS and Tailwind, Git

Soft Skills: Excellent communicator and people person, high-agency in all my work, self-motivated and eager to learn

Education

BS **Rochester Institute of Technology**, Human-Centered Computing Rochester, NY