

# Matthew Incardona UX/UI Designer

Driven product designer and entrepreneur with 5+ years of experience creating digital experiences. Excels at identifying core challenges, asking the right questions, and crafting thoughtful design solutions. Skilled in end-to-end product design, from ideation and prototyping to implementation and iteration, bridging the gap between user needs and business objectives.

## Skills

**Product Design & UX Strategy:** Holistic product thinking, user research, usability testing, information architecture, iterative design, product pitches, business-driven UX decisions

**UI/UX & Interaction Design:** Wireframing, prototyping, web and mobile design, accessibility best practices

**Tools & Technologies:** Figma, Adobe XD, Illustrator, Photoshop, HTML, CSS, JavaScript, Flutter, Swift, Kotlin

## Experience

### Manager, Junior Systems Administrator

January 2022 - December 2023, September 2023 - December 2024

CADTech - Rochester, NY

- Diagnosed and resolved hardware and software issues on-site, providing immediate technical support directly to clients to ensure minimal disruption.
- Supervised a team of 20 IT workers, providing guidance, feedback, and support to ensure strong performance. Acted as a liaison between higher-level managers and workers.

### Agile Process Intern

June 2023 - August 2023

Peraton - Reston, VA

- Collaborated with stakeholders across departments to identify needs through user interviews.
- Developed detailed mockups and prototypes using Figma to visualize proposed tools and gather early feedback from stakeholders and end-users.
- Iteratively refined designs based on user feedback, ensuring alignment with evolving needs.

### UI/UX Dev Researcher

January 2023 - May 2023

Open@RIT - Rochester, NY

- Led website development for open-source projects using Jekyll and Tailwind, enabling efficient development and seamless GitHub Pages deployment.
- Directed website overhauls using Figma and PenPot, ensuring adherence to industry design patterns.

### Co-Founder, UX Engineer

March 2021 - November 2021

Second Desk LLC - Stony Brook, NY

- Led UX strategy and product design for a browser-based remote desktop application.
- Conducted extensive user research, usability testing, and iterative prototyping to continuously improve product functionality and ensure a seamless experience across devices.
- Created wireframes, low-fidelity sketches, and high-fidelity prototypes using Figma, effectively translating business goals into user-centric designs.

## Education

### BS in Human-Centered Computing

Rochester Institute of Technology, Rochester, NY

3.7 GPA

## Links

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