

Matt Guzauskas

Principal Product Designer / Lead UX Designer

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About

Lead UX / Product Designer. Hands-on professional who thrives in high-pressure, creative driven environments. Collaborated with international teams including the United Kingdom and Israel. I have proven expertise in managing product design processes and taking desktop and mobile and device specific applications to market. Innovative, entrepreneurial thinker with the ability to recognize opportunity and contribute to strategy, creation and design of successful, valuable products that help delight users.

Tools & Expertise

UX & Product Design: Crafting user experiences, interface design, end-to-end product design, UX strategy, and generative research. Experienced with generative AI, user research, usability testing, design systems, UX audits, and UX writing. Skilled in accessibility (WCAG), systems thinking, information architecture, taxonomy, requirements gathering, journey mapping, data visualization, prototyping, and creating compelling pitch & funding decks.

Design Leadership: DesignOps, Creative Direction, Art Direction, UX Leadership, Team Management, Mentorship, Coaching, Hiring, Sales Enablement, Cross-Functional Collaboration, Project Management, Product Roadmapping

Marketing & Digital: Responsive Website Design, Email Campaigns, Digital Marketing Strategy, Print & Promotional Design, Digital Assets, Branding & Logo Development

Tools, Technologies & Frameworks: Figma, Adobe Creative Suite, Balsamiq, and Sketch for design; Miro and Mural for collaboration; AI tools including Unith, Claude, Napkin, and ChatGPT; iOS and Android platforms; research tools such as UserTesting, Optimal Workshop, SurveyMonkey, Typeform, and Google Forms; project and team management tools including Jira, Confluence, ClickUp, and Slack; UI and development frameworks like Material Design, Angular, and React; CMS and web platforms including WordPress and Squarespace; and presentation and productivity tools such as Pitchdeck, Keynote, PowerPoint, Google Slides, Docs, and Sheets.

Professional Experience

Lead UX Designer

Canfield Scientific, Parsippany NJ/ Feb 2024- Present

- Led design of websites, web/mobile apps, and corporate branding, delivering seamless, user-centered experiences.
- Develop user flows, site maps, journey maps, wireframes, prototypes, and high-fidelity designs to guide development teams.
- Partner with CEO and cross-functional teams to align design strategies with business goals.
- Drive full design lifecycle from concept to implementation, simplifying complex systems for intuitive functionality.
- Conduct heuristic and competitive analyses to identify and resolve UX challenges.
- Present and animate designs to stakeholders, effectively communicating vision and strategy.
- Mentor junior designers, fostering consistency, quality, and high-impact deliverables.
- Apply latest UX trends and best practices to enhance user experience and product value.

Founder / Lead UX Designer

MG Digital - Red Bank NJ/ Feb 2010- Present

- **Wells Fargo - Lead UX Designer** - Woodbridge, NJ - 8/2023 - 11/2023 (contract)
- **Verizon - Lead UX Designer** - Basking Ridge, NJ - 2/2023 - 3/2023 (contract)
- **Citizens Bank - Lead UX Designer** - Remote - 2/2023 - 4/2023 (contract)
- **Practicing Law Institute** - Remote - 03/2021 - 05/2021 (contract)

Lead UX Designer

Deloitte - Jersey City NJ - 8/2022 - 1/2023

- Collaborated with Enterprise Operations and product teams to implement flexible, intuitive models for delivering large-scale technology projects and enhancements.
- Partnered with cross-functional stakeholders at all levels to design, wireframe, prototype, and finalize products using Figma.
- Trained team members in Figma to effectively capture feedback and notes from all involved parties.
- Produced design visualizations for web and mobile applications, improving stakeholder understanding of optimal user experiences.
- Applied Data-Driven Design and Design Thinking methodologies to create user-centered solutions.
- Developed presentations, storyboards, user flows, wireframes, mock-ups, and interactive prototypes in Figma.
- Conducted research and competitive analysis to identify industry best practices and inform design decisions.
- If you want, I can also make an even punchier version that's optimized for ATS (Applicant Tracking Systems) and highlights impact metrics wherever possible. Do you want me to do that?

UX Designer / Lead UX Designer

Vonage - Holmdel, NJ - 07/2012-11/2020

- Led architecture and UX design for web and mobile products, contributing directly to the overhaul of a customer app and associated task flows.
- Collaborated with international teams, product managers, and business stakeholders to define product direction and translate business requirements into best-in-class user experiences.
- Conducted customer data analysis and usability studies to inform design decisions and optimize user flows.
- Produced wireframes, prototypes, high-fidelity comps, personas, style guides, user flows, and navigational structures tailored to the target customer base.
- Developed and maintained a design system in Sketch and Figma to improve cross-team design efficiency and consistency.
- Partnered with Marketing, Branding, and Development teams to refresh UI, ensure compliance with rebranded visual guidelines, and enhance mobile app functionality.
- Responsible for visual design, usability studies, and creating interactive prototypes to validate design concepts.

Web Designer/ UX Designer

LexisNexis Martindale-Hubbell - New Providence, NJ - 08/2005 - 07/2012

- Led redesign of the entire app and all task flows, ensuring compliance with Apple HIG and device-specific best practices.
- Conducted task analysis, usability studies, and visual design to optimize user experience.
- Produced wireframes, high-fidelity comps, personas, user flows, style guides, and navigational structures.
- Collaborated closely with Product, Development, and QA teams to ensure successful launch.
- Designed marketing materials to support app promotion and user engagement.

Education & Certificates

BA - Public Relations & Journalism / Monmouth University 2001

Mini-Masters, UX / Rutgers University - 2011

Certificate / Pragmatic Marketing 2012