

# Matthew Gagliano

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## Summary

Product designer passionate about helping cross-functional teams build digital products, services, and experiences through new perspectives. Currently working on product and design at Veritonic, the first research and analytics platform built to quantify the value of audio in advertising. Background in designing and building web apps — from drafting rapid prototypes and assembling designs in code to shaping product requirements and strategizing roadmaps — and leading small development teams in solving complex problems with big impact.

## Experience

### VERITONIC

New York, NY

#### Senior Product Designer – Full Time

January 2021 - Present

- Led 5 new major product design initiatives from initial conception to production launch, with responsibilities including:
  - Product Strategy and Research.
  - Wireframing, High-fidelity Mocking, and Flow Prototyping in Figma.
  - Setup and maintenance of design system/design language.
  - Design implementation in code, including HTML, CSS, and presentational JS for UI/UX.
  - Designing and building directly consumable user interface components in Vue.js.
- Coached junior frontend designers in Figma best practices and component-based/atomic design.
- Trained frontend engineers in HTML/CSS best practices and implementing Veritonic design language/design system in code.

#### Product Designer – Full Time

January 2018 - December 2020

- Collaborated cross-functionally with Product and Engineering to achieve strategic product, design, and business goals.
- Designed and launched Audio Ad Search, the first search engine for audio ads in-market, which contributed top-of-the-funnel to client acquisition and 30% revenue growth.
- Designed and launched Competitive Intelligence, a market intelligence tool detecting all audio ads in-market and offering insights for brands on competitor advertising, which secured 2 key platform partnerships during the first month after launch.
- Led early product-market fit experiments and design research during initial seed-stage growth.

#### Frontend Developer and Designer – Contract

May 2016 - December 2017

- Expanded the initial MVP to full-featured v1 product with Engineering team, contributing frontend development and design with Figma, HTML, CSS, and JavaScript.
- Designed and built the first Veritonic Design System for consistent visual brand identity and implemented in code across all properties (marketing and product).
  - Established standardized framework for platform UI components and design tokens.
  - Documented best design practices for designers.
  - Built code examples of design system in HTML and CSS for developers.

## Education

### UNIVERSITY OF CONNECTICUT

Storrs, CT

#### Bachelor of Arts in Digital Media and Design

December 2017

Activities and Societies: Vice President of the Entrepreneurship and Innovation Society; Assistant Project Manager at Beachball Digital Marketing Agency

Concentration: Digital Media Business Strategies

## **Projects**

### **MUNICHAIN**

#### **Product Design Lead**

April 2022 - Present

- Led product design and frontend development for financial technology (fintech) project in municipal capital markets.
- Designed low-, mid-, and high-fidelity mockups with Figma.
- Created user flows and Figma prototype.
- Established consistent design language/design system.
- Implemented design in code using HTML and TailwindCSS inside a Microsoft Blazor (C#) frontend framework.
- Collaborated with engineering lead to achieve pre-release prototype.

#### **Skills**

Product Design, Frontend Development, Frontend Design, Mobile/iOS/Android Design, Responsive Web Design, UI/UX Engineering, Product Management, Technical Product Management, Design Systems, User Interface Design, User Experience Design, User Research

#### **Tools and Technologies**

Figma, Jira, Linear, HTML, CSS, TailwindCSS, Bootstrap, JavaScript, React, Gatsby, Next.js, Vue, Blazor, Python, Adobe Creative Cloud, Illustrator, Photoshop, Adobe XD, Sketch