

Matthew Zillhardt
Allentown, Pennsylvania (remote)
mattz.design@gmail.com
484-664-8465

Portfolio: www.mattz-design.pro

LinkedIn: www.linkedin.com/in/mattzillhardt

Summary

Senior Product Designer with 10 years of experience designing **user centric, data-driven** digital products for **SaaS, healthcare, and government**. Proven track record of:

- Leading **end-to-end UX processes** (research, wireframing, prototyping, testing) to **simplify complex workflows** and improve **user engagement metrics by 25%+**.
- Optimizing interfaces **AI tools to streamline research** reducing task abandonment and **customer support calls by 20%**.
- Collaborating with **cross-functional teams** (engineers, PMs, stakeholders) to align on **AI-driven solutions, responsive designs, and accessible** experiences using **Figma Make to rapidly prototype**.

Expertise: Figma, Material UI, HTML/CSS, Miro, A/B Testing, user testing, design systems.

Key Skills and Areas of Expertise

- **Skills:** Agile/Scrum, User Research, User Testing, A/B Testing, Stakeholder Management, Material UI, HTML / CSS, WCAG compliance tools (WAVE, WebAIM, JAWS), Web Accessibility (WCAG Standards)
- **Design Skills:** User Flow Development, Wireframing, Prototyping, Interaction Design, Responsive Design, Digital Product Design, UI/UX Design, Design Systems
- **Design Tools:** Figma/Figjam, Adobe CC, Miro, Axure RP, Sketch

Professional Experience

Contract Senior Product Designer, Optum (remote), 06/2025 - current

- **End-to-End Product Leadership:** Developed **UX strategy for medical analytics AI platform used by business analysts, data scientists, and medical professionals** built in React using Figma.
- Identified core areas of the **GenAI platform** for redesign utilizing **HCI and design heuristics**, cutting task completion times with a more intuitive user interface and navigation system.
- Designed platform with an emphasis on **AI safety and ethics**, implementing **guardrails and a curated experience** to reduce errors in calculations.
- Ensured **Section 508 Compliance** on federal projects.
- **Cross-Functional Collaboration:** Spearheaded design workshops and presentations in **Figma/Figjam**, aligning engineers, PMs, and stakeholders on **user-centric solutions**.

Product Designer, Sky Solutions (remote), 02/2023 - 12/2024

Sky Solutions is a consultancy delivering digital solutions for federal clients in healthcare, financial services, and national security.

- **End-to-End Product Leadership:** Translated complex federal requirements into intuitive workflows by conducting stakeholder interviews, implementing **HCI and design heuristics**, and iterative prototyping in **Axure RP**, reducing development rework by 30% while ensuring designs met **Section 508 Compliance**.
- **Cross-Functional Collaboration:** Spearheaded design workshops and presentations in **Figma/Figjam**, aligning engineers, PMs, and stakeholders on user-centric solutions for high-stakes projects.
- **Data-Driven Optimization:** Leveraged **A/B testing** and user interviews to refine designs, cutting iteration cycles by 40% while improving task completion rates.

Select Projects

AI-Powered Benefits Platform | Social Security Administration

- Designed **AI-driven components** through stakeholder interviews using **Axure RP** for case analysts, reducing benefits decision time by 25% and minimizing appeals through clearer data visualization.

AI Tool for Federal Technicians

- Prototyped core interfaces using **Figma/Figjam** for an **AI decision-support system**, streamlining technician workflows and accelerating resolution times by **35%**.

Skills: Figma/Figjam, Axure RP, Agile/Scrum, User Research, Stakeholder Management, WCAG 2.1, Section 508

Contract Senior Product Designer, Subaru of America (remote), 12/2022 - 03/2023

Subaru of America is a leading distributor of Subaru-brand vehicles across the United States.

- **Product Innovation:** Redesigned a complex warranty claims management system into an **award-winning prototype** showcased at a major industry trade show, praised for its **intuitive work order and pre-authorization management**, enhancing user efficiency by **30%**.
- **Data-Driven Optimization:** Led **A/B testing** with interactive Figma prototypes, reducing design iterations by **25%** while improving task success rates and user satisfaction.

Skills: Figma/Figjam, Material UI, HTML/CSS, Agile/Scrum, User Research, A/B Testing, WCAG 2.1

Contract Product Designer, BeyondTrust (remote), 05/2022 - 09/2022

BeyondTrust delivers cybersecurity solutions to 20,000+ global customers, including 75% of the Fortune 100.

- **Responsive Design Initiative:** Led the development of a **mobile-first UX strategy** for the BeyondTrust Platform (BTP) using **Figma/Figjam** and **Material UI**, ensuring seamless performance across tablets and smartphones. This unlocked new market opportunities for **remote industries**, increasing mobile adoption by **40%**.
- **Workflow Optimization:** Designed **wireframes and interactive prototypes** in **Sketch** and **InVision**, streamlining technician workflows and reducing **security issue resolution time** by **25%**.
- **Mobile-First SaaS Solutions:** Designed **responsive interfaces** for BeyondTrust's cybersecurity platform, increasing mobile adoption by **40%** among remote technicians using **Figma** and **Material UI**. Optimized touch targets and gesture-based workflows for tablets, reducing task errors by **15%**.

Skills: Figma, Material UI, Sketch, InVision, Agile/Scrum, Responsive Design, WCAG 2.1

Contract Product Designer, DuPont (remote), 10/2021 - 05/2022

DuPont is a global leader in science and innovation serving semiconductors, aerospace, and advanced industries

- **Data-Driven Interface Design:** Created **interactive prototypes in Figma/Figjam** using **Material UI** for DuPont's Semiconductor Insights web app, integrating **advanced data visualizations** that reduced analyst decision-making time by **30%**.
- **Cross-Functional Alignment:** Authored user stories and design specs, bridging gaps between business, engineering, and design teams to accelerate product development cycles by **20%**.
- **Evidence-Based UX Writing:** Led **A/B testing initiatives** on microcopy and UI messaging, improving user comprehension scores by **15%** and reducing support queries.

Skills: Figma/Figjam, Material UI, Miro, Adobe XD, Adobe Creative Cloud, HTML/CSS, Agile Collaboration, WCAG 2.1

UX Designer, GeoBlue (hybrid), 09/2016 - 11/2020

GeoBlue is a leading international health insurance provider serving individuals, students, and groups worldwide .

- **Accessibility Leadership:** Spearheaded **WCAG 2.1 compliance** for GeoBlueStudents, utilizing **WAVE**, **WebAIM**, and **JAWS** to achieve certification across multiple products - enhancing both **legal compliance** and **competitive market positioning**.
- **Dashboard Optimization:** Redesigned user portals to **improve engagement metrics by 25%** and reduce task abandonment, directly contributing to better health management outcomes.
- **Process Innovation:** Established company-wide **UX standards and workflows** adopted by engineering teams, reducing design-development handoff time by **30%**.
- **Consumer App Testing:** Led **A/B tests** on mobile interfaces (e.g., GeoBlue's travel insurance portal), refining microcopy and UI hierarchy to boost conversion rates by **15%** and reduce pinch-zoom demands.
- **Accessible Mobile Experiences:** Enforced **WCAG 2.1** standards for GeoBlue's member app, optimizing font scaling and touch navigation for seniors, cutting support calls by **20%**.

Key Projects:

- **Travel Insurance Platform:**
 - Revamped quote tool with interactive Figma prototypes integrating Calendly scheduling functionality resulting in **15% increase** in user conversions
- **Eclaims Redesign:**
 - Streamlined insurance claims submission workflow by reducing redundant form fields by **40%** resulting in a **20% decrease** in customer service calls

Skills: Figma, Adobe Creative Suite, Microsoft Visual Studio, HTML/CSS, Visio, WCAG compliance tools (WAVE, WebAIM, JAWS)

Key Skills and Areas of Expertise

Design Skills

- **User Flow Development:** Expert in analyzing complex workflows and redesigning user paths to improve engagement, simplify navigation, and reduce friction points.
- **User Testing:** Extensive experience conducting user interviews, A/B testing, and usability studies to drive data-informed design improvements across high-impact digital platforms.
- **Wireframing:** Skilled in producing low- and high-fidelity wireframes that clearly articulate design ideas and align stakeholder expectations.
- **Prototyping:** Expert in building prototypes based on high-fidelity wireframes to present functionality to various stakeholders.
- **Design Systems:** Built and managed over five comprehensive design systems from scratch, ensuring brand consistency and accelerating prototyping for cross-industry clients.
- **WCAG Standards:** Led accessibility initiatives to achieve full WCAG 2.1 compliance across multiple enterprise applications, expanding usability and ensuring legal and regulatory adherence.

Design Tools:

- **Figma, Sketch, and InVision:** Expertise in creating wireframes, prototypes, and design systems that align with user needs and business objectives.
- **Adobe CC:** Advanced proficiency in Photoshop, Illustrator, and Adobe XD to deliver polished, high-fidelity designs and production-ready assets.
- **Miro:** Skilled in storyboarding and facilitating team collaboration.

Education:

Bachelor of Arts (BA) in Digital Media. Albright College, Reading, Pennsylvania