

Matthew Voshell

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Senior product designer who excels in navigating ambiguity by applying agile methodologies, design systems, and user research to collaboratively ship aesthetically clean products that align with user needs while simultaneously supporting business objectives

TOOLS

Figma - JIRA - Trello - DevOps - ProtoPie - Post-it Notes - Notion - Mural - Miro - FigJam - Whiteboard - Google Analytics - Zeplin - Abstract

METHODS

Agile - Kanban - Scrum - Lean UX - Design Thinking - User Story Mapping - Information Architecture - Ethnography - Rapid Prototyping - Visual Design - Interaction Design - Accessibility - Usability Testing - UX Writing

WORK EXPERIENCE

Founder / Relentless Persistence Inc. / Mar 2018 - Aug 2023

Launched SprintZero, a groundbreaking SaaS web application that harnesses generative AI to enhance the speed, efficiency, and cost-effectiveness of agile product teams, accelerating the creation of truly user-centric user experiences from inception to delivery in a matter of weeks, not years.

Senior Product Designer [Freelance] / Paradowski Creative / Oct 2022 - Mar 2023

Revolutionized the electronic nutrition care process terminology (eNCPT) platform, catering to registered dietitians and nutritionists to reduce the time to evaluate, diagnose, intervene, and monitor patients' nutritional care from 45 mins down to 15 mins. We also wanted to impact internal processes by enabling the ability to crowdsource data from thousands of qualified RDNs in order to drastically reduce the time it takes to release a new term from months to days.

Product Design Lead | Client Technology / Ernst & Young / Apr 2019 - Jan 2021

Formulated and executed the product design strategy for EY's financial service organization's global portfolio, including team recruitment, coaching, and optimization of delivery pipelines. Facilitated workshops with key stakeholders, including business leaders, product managers, front-end developers, engineers, and data science leads, to establish a cohesive product design strategy across financial compliance, reporting, crime, and other areas.

Senior Product Designer | Digital Studio / Ernst & Young / Apr 2018 - Apr 2019

Collaborated with global financial institutions on strategic transformation initiatives, promoting innovation and steering transformative change. Facilitated workshops, conducted user interviews, and crafted rapid prototypes to shape product design strategies and capitalize on client opportunities.

Product Designer [Freelance] / MonstarLabs / Feb 2017 - Apr 2017

Over the course of six short weeks, worked with a team of developers to ship a Salesforce-driven iPad app to enhance productivity for Budweiser's representatives through workflow optimization and the presentation of valuable insights into sales performance, enabling them to consistently achieve monthly sales and distribution goals.

Lead UX Designer [Acquired] / Detectica / Jan 2016 - Jan 2017

In collaboration with a team of PhD data scientists, subject matter experts, and engineers, crafted and shipped a product experience that exceeded the rigorous SEC regulatory standards. This provided vital protection to a major Wall Street financial institution, preventing a looming additional \$2bill dollar fine. As of today, the application is successfully deployed across 82 countries, helping compliance officers identify collusive trading behavior in 42 different languages.

EDUCATION

- Certified Scrum Master (CSM) **Scrum Alliance** 2019
- Graduate Certificate in User Experience Design, **University of California - San Diego**, 2015
- Bachelor of Science in Applied Information Technology, **George Mason University**, 2012