

Matt Teixeira

Work experience

Product Designer Jun 2022 - Present
Sydney, NSW

Safewill

- **Leading** the ideation, conceptualisation, and prototyping phases of product development, employing a user-centred design approach and incorporating customer feedback to drive continuous improvement.
- **Managing the company's design system** by taking into consideration brand identity, visual language, and behavioural science to implement user-friendly components.
- **Identifying and translating complex user problems** into elegant and visually appealing design solutions while adhering to the company's design guidelines and best practices.
- **Championed and led the design and delivery** of a feature promoting organic acquisition, coordinating with cross-functional teams for successful launch and generating **9% of sign ups** within the first month of release.
- **Designed and implemented** a partnerships dashboard: collaborated with internal product teams and business stakeholders to deliver a **data visualisation product** that **increased B2B acquisition by 12%**.

UX/UI Designer May 2021 - Jun 2022
Melbourne, VIC

Ambient Food Group

- **Led the design** of a responsive web-based corporate catering eCommerce platform, aligning business goals to user problems through data analysis, user research, and other feedback-based activities.
- **Conducted extensive user research** and gathered feedback from corporate clients to gain insights into their pain points, needs, and preferences, informing the design process and ensuring a customer-centric approach.
- **Translated complex business requirements into intuitive user interfaces**, employing a user-centred design approach, wireframing, prototyping, and conducting usability testing to validate design decisions.
- **Led Scrum ceremonies** with business stakeholders that would define priorities and scope of work.
- Proposed the automation of the catering section through the design of an eCommerce, which forecasted to **make the division 300% more efficient**.

User Researcher Jan 2022 - Jun 2022
Brazil (remote)

Geração Saúde

- Conducted detailed **customer and market research**, providing critical insights for new product development and marketing and sales strategies.
- Collaborated with key business stakeholders for the successful **launch of an on-the-go health food product line**, boosting company's **sales to supermarkets by 18%**.
- **Redesigned** the company's eCommerce website focusing on improving UI, user flows, and accessibility standards, resulting in a **0.9 to 2.6% increase** in conversation rate.

UX/UI Designer Oct 2021 - Nov 2021
Melbourne, VIC

TribeMeet

- **Led a client's** native app events-driven social app from concept to high-fidelity prototype.
- **Conducted foundational user research** through interviews, ideating and prioritising solutions for the MVP, creating wireframes, high-fidelity prototypes, and conducting usability tests.
- Collaborated with stakeholders to **prioritise MVP features** based on pain points, vision, and impact hypothesis validation.

Contact

My Portfolio

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Sydney, Australia

Education

King's Own Institute | Jul 2018 - Mar 21

BA of Business (Finance and Management)

Udacity | Feb - Apr 21

UX Design Nanodegree

Google Creative Campus |

Oct - Nov 21

UX/UI Design Certification

PUCRS | Jul 2015 - Jun 2017
(Deferred)

Civil Engineering

Skills

Agile Methodologies

A/B Testing

Analytical Insights

HTML/CSS/Javascript

Data Analysis

Design Systems

User Research

Usability Testing

Interaction Design

Rapid Prototyping

Scrum

Product Documentation

Product Strategy

Visual Design

Tools

Amplitude

Adobe Creative Suite

Dovetail

Figma

Google Looker

Hotjar

Sketch

Miro

Userbrain

References available on request